



January 30, 2017

The Madison Square Garden Company and Lexus Announce Renewed and Expanded Signature Partnership

Lexus is now the Official Luxury Auto Partner and Luxury Vehicle of Radio City Music Hall, the Christmas Spectacular and the New York Spectacular

Lexus Continues as the Official Luxury Auto Partner and Luxury Vehicle of Madison Square Garden, the Theater at Madison Square Garden, New York Knicks, New York Rangers and New York Liberty



NEW YORK, Jan. 30, 2017 (GLOBE NEWSWIRE) -- Today, the Madison Square Garden Company & MSG Networks announced a renewed and expanded multi-year marketing sponsorship with Lexus, continuing the luxury automaker's role as one of Madison Square Garden's Signature partners. Lexus will remain the Official Luxury Auto Partner and Luxury Vehicle of Madison Square Garden, The Theater at Madison Square Garden, the New York Knicks, the New York Rangers, the New York Liberty and the Concert Series at Madison Square Garden. In the expanded partnership, Lexus will now serve as the Official Luxury Auto Partner and Luxury Vehicle of Radio City Music Hall, the *Christmas Spectacular Starring the Radio City Rockettes* and the *New York Spectacular Starring the Radio City Rockettes*.

The partnership provides Lexus the platform to create premier experiences and activations across The Madison Square Garden Company's unrivaled set of sports and entertainment properties and assets. This includes a new Lexus vehicle display and related activations in the Grand Lounge at Radio City Music Hall. Lexus will also extend its Knicks and Rangers sponsorships across the New York market through various activations, such as The Lexus Garden of Dreams Raffle, where participants will have the opportunity to win a new Lexus vehicle. Additionally, Lexus showcased a 2017 ES in the Grand Lounge at Radio City Music Hall during the Christmas season where consumers learned more about the vehicle features and entered a sweepstakes for a chance to win a weekend getaway for two in New York City and tickets to see the *New York Spectacular*.

"We are extremely proud that Lexus has experienced the value that Madison Square Garden delivers and has decided to expand its partnership with us to now reach a brand new audience at Radio City Music Hall, particularly through our marquee shows, the *Christmas Spectacular* and the *New York Spectacular*," said Ron Skotarczak, executive vice president, marketing partnerships, The Madison Square Garden Company. "We are continually searching for ways to enhance our fans' experiences when they attend an event in one of our venues, and our activations with Lexus provide guests with unique opportunities to interact directly with the luxury vehicle and experience the brand firsthand."

"At Lexus, we value collaborations that offer elevated experiences and benefits for our customers, and combining our world-class automobiles with an outstanding venue like Madison Square Garden is a great match," said Damon Rose, Lexus Eastern Area general manager. "Our renewed and expanded partnership at Madison Square Garden is an excellent way to experience and interact with the Lexus brand, whether patrons are longtime, loyal customers or new to Lexus. We are thrilled to renew a successful partnership with such an iconic New York City destination and look forward to now serving as the Official Luxury Auto Partner and Luxury Vehicle of Radio City Music Hall."

As the Presenting Partner of the Lexus Suite Level and the Lexus Terrace Level at The Garden, Lexus will receive premium exposure to all 58 Lexus Level Suites and memberships in the all-inclusive Madison Club. In addition, Lexus will provide two custom-built branded vehicles displayed year-round on the Lexus Terrace Level of the Arena, which is an exclusive entrance for event suite-holders and club seat ticket holders.

Lexus will continue to hold a dominant position on MSG Networks across live game coverage of Knicks, Rangers, Devils and Islanders as well as Original Programs. Lexus will be integrated into the broadcasts through Branded Features and commercial inventory, as well as ownership positions in various original programs. Lexus LED messaging will be on display during all Knicks, Rangers and Liberty games; courtside LED signage throughout the Arena for all Knicks and Liberty games; dasher board signage during Rangers games; in-arena LED ribbons during entertainment events; and outdoor signage around MSG.

[About The Madison Square Garden Company](#)

The Madison Square Garden Company (MSG) is a world leader in live sports and entertainment that presents or hosts a broad array of world-class events - including concerts, sporting events, family shows and special events - in an unparalleled mix of celebrated venues that span four of the nation's largest entertainment markets. Those venues are: New York's Madison Square Garden, The Theater at Madison Square Garden, Radio City Music Hall and Beacon Theatre; the Forum in Inglewood, CA; The Chicago Theatre; and the Wang Theatre in Boston. In addition, MSG has a diverse collection of properties that includes some of the most widely-recognized sports franchises: the New York Knicks (NBA), the New York Rangers (NHL) and the New York Liberty (WNBA), along with two development league teams -- the Westchester Knicks (NBADL) and the Hartford Wolf Pack (AHL). The Company also features popular original entertainment productions -- the Christmas Spectacular and New York Spectacular - both starring the Radio City Rockettes, and through Boston Calling Events, produces outdoor festivals, including New England's premier Boston Calling Music Festival. More information is available at www.themadisonsquaregardencompany.com

About Lexus

Lexus launched in 1989 with two luxury sedans and a commitment to pursue perfection. Since that time, Lexus has expanded its line-up to meet the needs of global luxury customers. Lexus is now going beyond its reputation for high quality vehicles with the integration of innovative technology, emotional exterior and interior designs, and engaging driving dynamics and performance. With five models incorporating Lexus Hybrid Drive, Lexus is the luxury hybrid leader. Lexus also offers seven F SPORT models and two F performance models. In the United States, Lexus vehicles are sold through 236 dealers who are committed to exemplary customer service.

MSG Contact:

Ryan Watson/212-465-5945

Lexus Contact:

Prue Hyman/212-510-4812

 [Primary Logo](#)

Source: The Madison Square Garden Company

News Provided by Acquire Media