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The Madison Square Garden Company and MSG Networks Inc. Announce Renewed and Expanded Signature Partnership With Delta Air Lines

MSG and Delta Partner on New Digital Content Series for New York Knicks, New York Rangers, the Christmas Spectacular Starring the Radio City Rockettes, and MSG Arena Concert Series

Delta Air Lines Continues as the Official Airline and Private Jet Carrier of Madison Square Garden, the Theater at Madison Square Garden, Radio City Music Hall, Beacon Theatre, New York Knicks, New York Rangers and New York Liberty

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NEW YORK, Oct. 17, 2017 (GLOBE NEWSWIRE) -- Today, The Madison Square Garden Company (NYSE:MSG) and MSG Networks (NYSE:MSGN) announced a renewed and expanded 10-year marketing partnership with Delta Air Lines (NYSE:DAL), solidifying New York's largest carrier, as one of MSG's Signature Partners. Delta will remain the Official Airline and Private Jet Carrier of Madison Square Garden, The Theater at Madison Square Garden, Radio City Music Hall, Beacon Theatre, New York Knicks, New York Rangers, New York Liberty, the Concert Series at Madison Square Garden, the *Christmas Spectacular Starring the Radio City Rockettes* and the Boston Calling Music Festival.

As part of the renewed partnership, MSG and Delta will work together on a first-class digital content platform with pieces customized around the Knicks, Rangers, *Christmas Spectacular* and the Concert Series at Madison Square Garden to amplify key activations and extend the partnership's reach beyond events at MSG venues. This will include short-form video features and longer-form content series that will run across various MSG and Delta-owned marketing and media channels.

"Throughout our association with Delta Air Lines, we have seen firsthand how our collaboration has offered elevated experiences and benefits for our respective customers - it has been a true partnership in which we have both found tremendous value," said Ron Skotarczak, executive vice president, marketing partnerships, The Madison Square Garden Company. "We couldn't be happier that this relationship will not only continue for many more years, but also, as we enter this next phase, that we will be partnering with Delta on innovative new opportunities to showcase the best of each of our brands."

"As New York's largest carrier, Delta is proud to support the iconic institutions, passions and pursuits that are meaningful to those who live in and visit this city," said Tim Mapes, Delta's Senior Vice President and Chief Marketing Officer. "Our sponsorship of Madison Square Garden, the world's most famous arena, complements the deep investments we're also making in New York's airports to offer world-class facilities and a global route network for the residents and visitors of this state."

The Boston Calling Music Festival - New England's premier music festival - includes the Delta Blue Stage, where a variety of musical performers will perform through the acclaimed weekend festival. In May 2017, over 115,000 people attended during the three-day festival headlined by Mumford & Sons and Chance The Rapper on Harvard University's Athletic Complex. Delta will receive on-site promotion, hospitality events and digital activation, including a content series, leading up to and throughout the festival.

Delta is also expanding its partnership with MSG Networks, as the new title owner of the Delta MSG Studios, to be unveiled this season. The airline will continue to hold a dominant position across live game coverage of the Knicks, Rangers, Devils and Islanders.

Delta will continue to be the entitlement partner of the Delta Sky360 Club at Madison Square Garden; LED messaging will be on display during all Knicks, Rangers and Liberty games; and Delta will continue to receive courtside LED signage throughout the Arena for all Knicks and Liberty games, dasher board signage during Rangers games, GardenVision Feature's during Knicks & 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 experiences. The company presents or hosts a broad array of premier events in its diverse collection of iconic venues: 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. Other MSG properties include legendary sports franchises: The New York Knicks (NBA), the New York Rangers (NHL) and the New York Liberty (WNBA); two development league teams -- the Westchester Knicks (NBAGL) and the Hartford Wolf Pack (AHL); and one of the leading North American esports organizations, Counter Logic Gaming. In addition, the Company features the popular original production - the Christmas Spectacular Starring the Radio City Rockettes - and through Boston Calling Events, produces outdoor festivals, including New England's preeminent Boston Calling Music Festival. Also under the MSG umbrella is TAO Group, a world-class hospitality group with globally-recognized entertainment dining and nightlife brands: Tao, Marquee, Lavo, Avenue, The Stanton Social, Beauty & Essex and Vandal. More information is available at www.themadisonsquaregardencompany.com.

About Delta Air Lines

Delta Air Lines serves more than 180 million customers each year. In 2017, Delta was named to Fortune's top 50 Most Admired Companies in addition to being named the most admired airline for the sixth time in seven years. Additionally, Delta has ranked No.1 in the Business Travel News Annual Airline survey for an unprecedented six consecutive years. With an industry-leading [global network](#), Delta and the [Delta Connection](#) carriers offer service to 311 destinations in 54 countries on six continents. Headquartered in Atlanta, Delta employs more than 80,000 employees worldwide and operates a mainline fleet of more than 800 aircraft. The airline is a founding member of the [SkyTeam](#) global alliance and participates in the industry's leading transatlantic [joint venture](#) with [Air France-KLM](#) and [Alitalia](#) as well as a joint venture with [Virgin Atlantic](#). Including its worldwide alliance partners, Delta offers customers more than 15,000 daily flights, with key hubs and markets including [Amsterdam](#), [Atlanta](#), [Boston](#), [Detroit](#), [Los Angeles](#), Mexico City, [Minneapolis/St. Paul](#), [New York-JFK and LaGuardia](#), [London-Heathrow](#), [Paris-Charles de Gaulle](#), [Salt Lake City](#), [Seattle](#), Seoul, and [Tokyo-Narita](#). Delta has invested billions of dollars in airport facilities, global products and services, and technology to enhance the customer experience in the air and on the ground. Additional information is available on the [Delta News Hub](#), as well as [delta.com](#), Twitter [@DeltaNewsHub](#), [Google.com/+Delta](#), and [Facebook.com/delta](#).

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