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## The Madison Square Garden Company Announces Acquisition of Obscura Digital

### Globally-Recognized Leader in Experiential Technology to Enhance MSG's Live Entertainment Offerings

NEW YORK, Nov. 20, 2017 (GLOBE NEWSWIRE) -- The Madison Square Garden Company (NYSE:MSG) and Obscura Digital today announced that MSG has acquired Obscura, a creative studio, globally-recognized for its work in designing and developing next-generation immersive experiences.

Founded in 2000, Obscura is a San Francisco-based creative studio that combines next-level technology with awe-inspiring artistry to create one-of-a-kind immersive multimedia experiences that reinvent physical space and inspire audiences. They provide both cutting-edge technological development and content creation to develop light- and video-based augmented architectural integrations, large-scale projection mapping, and interactive media interfaces. Notable projects include various Empire State Building projections, including the Oceanic Preservation Society's film "Racing Extinction," CNN's election night projections, and Harper's Bazaar 150th Anniversary; a YouTube display on the interior and exterior of the Sydney Opera House ; a contemporary artistic interpretation of Pope Francis' Encyclical projected onto St. Peter's Basilica in the Vatican; and media for the viral sensation Salesforce lobby video wall in San Francisco.



Obscura will become part of MSG Ventures, MSG's technology group. "MSG is committed to building on its incredible legacy of delivering unforgettable experiences by anticipating and embracing how live entertainment will be experienced in the future," said David Dibble, chief executive officer of MSG Ventures. "Obscura's expertise will enable us to immediately begin to integrate the cutting-edge possibilities of immersive technology across MSG's current portfolio of live offerings, as well as its new endeavors."

Obscura is already working with MSG on its beloved production, the 2017 Christmas Spectacular Starring the Radio City Rockettes. This season, the entire production has been enhanced with state-of-the-art technology, including one of the world's largest 8K resolution LED screens and digital projections that extend to all eight of Radio City Music Hall's iconic proscenium arches. Obscura has created content for both the LED screen and the digital projections, which has visually transformed a number of the production's scenes, immersing the entire audience in the show.

"We are thrilled to join The Madison Square Garden Company family as part of MSG Ventures," said Chris Lejeune, chief executive officer of Obscura Digital. "MSG is a world leader in live experiences, with some of the most renowned sports and entertainment brands, and iconic venues that attract millions of guests each year. As part of MSG, we'll be able to work on a much bigger scale, reach larger audiences, and fulfill our vision to create the future of entertainment."

#### 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](http://www.themadisonsquaregardencompany.com).

#### About Obscura Digital

Obscura Digital is a creative studio located in the Dogpatch District of San Francisco, CA. Combining innovative technology with creative expression, Obscura designs and develops immersive, interactive digital art installations and experiences around the world. Obscura works with Fortune 100 companies, cultural dignitaries, and global foundations to communicate

transformative messages using original content for emerging technologies. Obscura specializes in custom video content, large scale interactive displays, architectural installations, kinetic sculpture, stage shows, and projection mapping that turns nearly any surface into a video screen.

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