



July 11, 2017

The Madison Square Garden Company and Prudential Center Announce Booking and Marketing Partnership

NEW YORK, July 11, 2017 (GLOBE NEWSWIRE) -- The Madison Square Garden Company (NYSE:MSG) and Prudential Center announced today a booking and marketing partnership that will bring together MSG's unique and world-renowned expertise with the world-class facilities and location of Prudential Center to attract even more top concerts and attractions to New Jersey. This new agreement harnesses the power of two leading venues in the industry to bring elite entertainment acts to Jersey, as well as solidifying the state as a premier destination for the world's top performers.

"MSG owns some of the world's most celebrated venues, including Madison Square Garden - the number one concert venue in North America and undisputed market leader in the New York area. These assets, along with our effective booking strategy and proven expertise in marketing have helped make MSG an industry leader in live entertainment," said Darren Pfeffer, Executive Vice President, MSG Live, The Madison Square Garden Company. "We look forward to leveraging MSG's unique stature and strong, long-standing relationships with industry leaders, along with a common membership with the Prudential Center in Oak View Group's Arena Alliance, to help bring an exciting array of events to the Prudential Center, while also serving the market with more options."

"New Jersey has an incredible, rich history in entertainment and is home to some of the greatest performers and artists to ever live," said Scott O'Neil, Chief Executive Officer at Prudential Center. "It is our mission, responsibility and priority to celebrate that history and further the legacy of this state by bringing the world's top entertainers and attractions to Prudential Center. By forging this relationship with the innovative team at the iconic Madison Square Garden, we believe Prudential Center will continue to serve as a community cornerstone not only for Newark, but for the entire state of New Jersey, unifying the area through the power of sports and entertainment."

As the owner and operator of best-in-class venues, MSG has been recognized by the industry with various booking awards. In 2009, industry trade leader Billboard Magazine in its 'The Year End/Decade in Music' December issue named Madison Square Garden and Radio City Music Hall 'Venue of the Decade' in their respective categories. In 2013, Madison Square Garden was named the nation's "coolest" arena by Rolling Stone. Madison Square Garden has been rated the number one venue in the United States in its venue category by Billboard each year since 2014 and has been named "Arena of the Year" by Pollstar for 16 of the past 20 years.

As Prudential Center closes in on its 10th Anniversary in Newark this fall, the mission of the organization remains the same - to unify the people, communities and businesses around the state of New Jersey through the power of sports and entertainment. Ranked among the Top 10 buildings in the United States, The Rock is coming off one its most successful years with hosting over 40 shows, including 20 sold out concerts and events, highlighted by Bruce Springsteen setting a new building attendance record.

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), along with two development league teams -- the Westchester Knicks (NBAGL) and the Hartford Wolf Pack (AHL). In addition, the Company 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 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 Prudential Center

Prudential Center is the world-class sports and entertainment venue located in downtown Newark, New Jersey. Opened in October 2007, the state-of-the-art arena is the home of the National Hockey League's (NHL) three-time Stanley Cup Champion New Jersey Devils, Seton Hall University's NCAA Division I Men's Basketball program, and more than 175 concerts, family shows and special events each year. The arena will soon be home to the GRAMMY Museum Experience Prudential Center, scheduled to open in October 2017. The 8,000-square-foot experience will mark the first GRAMMY Museum outpost on the East Coast, and feature a dynamic combination of educational programming and interactive

permanent and traveling exhibits, including a spotlight on legendary GRAMMY winners from New Jersey. Ranked in the Top 10 nationally by Pollstar, Billboard and Venues Today, Prudential Center is recognized as one of the premier venues in the United States, and over 2 million guests annually. For more information about Prudential Center, visit PruCenter.com and follow the arena on Facebook, Twitter and Instagram @PruCenter.

Contacts:

Mikyl Cordova / Mikyl.Cordova@msg.com / 212-631-4337

Chris Wallace / cwallace@prucenter.com / 646-286-4665

 [Primary Logo](#)

Source: Madison Square Garden -- Entertainment PR

News Provided by Acquire Media