

CASEY COFFMAN NAMED EXECUTIVE VICE PRESIDENT OF BUSINESS DEVELOPMENT AND OPERATIONS, MSG SPORTS

New York , NY , March 31, 2010 – Madison Square Garden has named Casey Coffman to the new position of executive vice president, business development and operations for Madison Square Garden (MSG) Sports; it was announced today by Scott O’Neil, president, MSG Sports. Ms. Coffman will report to Mr. O’Neil and work with him on the day to day operational needs of the MSG Sports business, which includes the NBA’s New York Knicks, NHL’s New York Rangers, WNBA’s New York Liberty, as well as the Sports Properties area, which includes college basketball, boxing, tennis and all other sports events held at Madison Square Garden owned venues.

“This is an exciting time to be a part of Madison Square Garden as we embark on a renovation that will transform The Garden into a state-of-the-art arena that will serve as the ultimate stage for our sports teams and events,” said O’Neil. “We are thrilled to have an executive as talented and experienced as Casey join MSG Sports, her arrival provides continued evidence of our pursuit of unrivaled and world class executive talent.”

“I am thrilled to be joining Madison Square Garden , one of the premier sports and entertainment companies in the world. Having the opportunity to leverage that power to help grow the MSG Sports business is a dream come true for me,” said Coffman. “With three professional sports teams that represent some of the top brands in their leagues, and an exciting planned renovation, I know I am joining the business during a time of great momentum.”

In addition to assisting O’Neil with the day to day operational activities of the group, Ms. Coffman will manage business development activities for MSG Sports, working to find new opportunities for revenue growth and additional opportunities within the existing core businesses. She will co-manage the Merchandising and Licensing group, focusing on driving merchandising and licensing revenues for the division. Ms. Coffman will also work with Sports Team Operations group, as well as MSG’s Facilities group on retail strategies, platforms and marketing to help improve food, beverage and merchandise sales, as well as strategies for optimizing fan experience, event operations and customer service at sports events. In addition, Ms. Coffman will serve as a key liaison with MSG Media and MSG Entertainment to help drive Madison Square Garden ’s overall strategic, operating and revenue goals. She will also serve as a key MSG Sports representative on the planned Madison Square Garden renovation.

Before joining MSG Sports, Ms. Coffman spent 10 years at Hicks Holdings LLC and Hicks Sports Group LLC. Most recently she was chief operating officer, providing day-to-day oversight for the company’s sports teams’ business operations, which includes MLB’s Texas Rangers, the NHL’s Dallas Stars, and a 50 percent ownership of the Liverpool Football Club. She also represented the company as a director of Center Operating Company, which operates the American Airlines Center , and provided day-to-day oversight of the Hicks family’s sports-related real estate developments. Previously, Ms. Coffman was senior division counsel to The Minute Maid Company at The Coca-Cola Company. During her nine-year tenure at Coca-Cola, she spent time living and working overseas in Oslo, Bangkok and Singapore, and was involved in several key sports-related transactions involving Major League Baseball, the National Football League and the Olympics. Earlier in her career, she clerked for the Honorable John Cornyn on the Texas Supreme Court.