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HORNALL ANDERSON AND TPG RE-PRESENT WORLD'S MOST FAMOUS ARENA

West coast branding firm and East coast architecture firm collaborate on facelift for The Garden

Seattle, WA — Madison Square Garden, one of the true iconic landmarks of New York City, is getting a makeover — due for completion by 2011 — to create an experience that establishes a world-class venue worthy of the most reputable events facility in the world. This month, invited visitors can get their first glimpse of Madison Square Garden's plans through the new immersive Presentation Center, which is designed for prospective suite owners and partners to view tangible evidence of the planned renovations.

The new space connects the history and heritage of Madison Square Garden with its future vision in an integrated brand experience developed in collaboration by branding firm Hornall Anderson and architecture firm TPG. The new Presentation Center celebrates "Defining Moments" in the Garden, while introducing cutting edge technology and design to communicate the upgraded suite and partnership offerings and solidifying Madison Square Garden's vision of the future.

"We developed a destination that draws upon the strong memories and emotions people have for the Garden, and introduces advanced technology and personalization to provide each visitor with a one of a kind experience," said Jack Anderson, CEO of Hornall Anderson.

Hornall Anderson and TPG Architecture were challenged to evoke many timeless *Defining Moments* as part of repositioning the brand essence of a legendary landmark like Madison Square Garden. The story of a re-imagined Garden was brought to life through the development of a customer-centric experience that began with sensory-filled brand aesthetic and visual language that stretches across all potential customer touch-points — from brand positioning to the Presentation Center experience design to the supporting sales materials and microsite.

"We focused on forming real and authentic connections between the fans, the legacy and future of the Madison Square Garden experience," said Ashley Arhart, Design Director and Retail Strategist for Hornall Anderson. "From this, we created first class, emotionally-rich, dynamic experiences that ensure its position as the venue of choice for suite purchases and sponsorship."

"More than the typical vision of a sales center, the new Madison Square Garden Presentation Center is a particularly hardworking, immersive guest experience, rooted in emotional connections with a pay off in operational affordance," said Jamie Monberg, Interactive Director for Hornall Anderson. "Through a blend of physical and digital experiential design, we created a

variety of simulated views of the arena from different vantage points, easily navigating through the re-imagined Garden in an exciting, visceral way.”

The new Madison Square Garden Presentation Center experience design provides a vision for the future, while sparking memories, challenging existing expectations and emotionally connecting visitors to the Garden.

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About Hornall Anderson

Hornall Anderson is a leading strategic brand design & interactive firm specializing in research-driven, creatively inspired and category defining business solutions. Founded in 1982 John Hornall and Jack Anderson, the firm serves a diverse mix of clients ranging from emerging growth companies to Fortune 500 brands, including Microsoft, Sears Tower, The Space Needle, Starbucks, Frito-Lay, Holland America, and T-Mobile. Hornall Anderson (<http://www.hornallanderson.com>) is a part of Omnicom Group Inc. (NYSE: OMC)

About Omnicom

Omnicom (<http://www.omnicomgroup.com>) is a leading global advertising, marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital, interactive, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

About Madison Square Garden

Madison Square Garden, L.P. (<http://www.thegarden.com/>) is owned by Cablevision Systems Corporation, and includes the New York Knicks (NBA); the New York Rangers (NHL); the New York Liberty (WNBA); the Hartford Wolf Pack (American Hockey League); MSG Entertainment, which includes concerts and events at Radio City Music Hall, Madison Square Garden, the WaMu Theater at Madison Square Garden, the Beacon Theatre, and The Chicago Theatre; MSG Media, which is comprised of MSG and MSG Plus; fuse, the music television network; and the Madison Square Garden arena complex, located in the heart of the New York metropolitan area.

About TPG Architecture

Founded in 1979 and headquartered in New York City with offices in Long Island and London, TPG (<http://www.tpgarchitecture.com/>) works locally, regionally, nationally and internationally. While their core business focuses on Corporate Interiors and Retail Design, TPG has cultivated practice groups in Advanced Technology and Broadcast, Architecture, Healthcare, Education and Branding and Graphics. Organized in sector-specific studios, TPG provides the strong personal and specialized service of a small firm, as well as the breadth and depth of resources offered by a large organization.

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