

Photo Release -- Madison Square Garden Unveils Design for New, State-of-the-Art GardenVision Centerhung Multi-Media Display From Daktronics

Serves as Centerpiece of MSG's New In-Arena LED Video Display System

BROOKINGS, S.D., Oct. 21, 2013 (GLOBE NEWSWIRE) -- Madison Square Garden unveiled today the designs for the Arena's new state-of-the-art, one-of-a-kind, centerhung multi-meida display. The display will serve as the centerpiece of The Garden's brand-new LED video display system, known as GardenVision, which will debut on October 25 as part of the third and final phase of The Garden's unprecedented, \$1 billion, three-year Transformation. This cutting-edge system, manufactured by Daktronics (Nasdaq:DAKT) of Brookings, S.D., will include more than 20 individually produced LED displays, providing fans with an enhanced visual experience while at The World's Most Famous Arena.

A photo accompanying this release is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=21685>

"With the completion of our historic Madison Square Garden Transformation, The World's Most Famous Arena has also now become the world's most state-of-the-art arena, ensuring that we continue our tradition of providing our fans with the very best experience possible when they attend an event at The Garden," said Hank Ratner, president and chief executive officer, The Madison Square Garden Company. "Among the many new technological advancements in the Arena is our new one-of-a-kind GardenVision system, featuring the industry's most dynamic multi-media display with a unique circular design and stunning image clarity, guaranteeing fans all around the Arena will get to experience the magic and excitement of The Garden up-close and in high-definition."

This new, original multi-media display will consist of 24 individual high-definition LED displays which are curved to mirror the circular design of The Garden, providing maximum visibility to all seating areas. The scoreboard will be one of two structures in all of sports with LED displays on the inside, bottom for those seated in the lower sections. The main video displays are capable of showing one large image all the way around the board to highlight live video and instant replays, and can also be divided into separate screens to show a variety of vivid graphics, colorful animations, up-to-the-minutes statistics, scoring information and promotional videos. The center-hung video displays will have a unique all-black LED package, providing maximum image clarity and contrast.

About MSG's Garden Vision Multi-Media Display:

- The four main video displays measure 15.7 feet tall by 28 feet wide. Directly above those displays are four auxiliary video displays measuring more than 6 feet tall by 29 feet wide.
- The corners of GardenVision contain four curved displays matching the height of the main video displays and four more curved displays matching the height of the auxiliary displays to create a full circular video board.
- The inside bottom screens will provide up-to-the-minute statistics, game information, as well as replays.
- The top of GardenVision contains an ID ring consisting of a backlit LED panel that is more than 2 feet tall and circles the entire top of the structure.
- In addition, internal structural accommodations in GardenVision for Wi-Fi, IT and broadcast equipment will improve Wi-Fi coverage throughout the Arena, provide new unique and compelling camera angles for MSG Network and is set up for future technological advances.
- The board can be lowered and expanded for different events.

Madison Square Garden's new video display system was developed and installed by Daktronics, the world's industry leader in designing and manufacturing electronic scoreboards, programmable display systems and large screen video displays.

"Madison Square Garden wanted the very best and we're proud to deliver that to them," said Vice President of Daktronics Live Events Jay Parker. "The curvature of the main video displays offers Madison Square Garden something that's never really been done before in this type of application. It's very unique and fitting for this venue. The underside displays serve as additional space for any form of content and really exemplify how different this display system is from every other venue in the country. The flexibility and content options present endless possibilities for this versatile set up. This project has been a great undertaking and it was a joy to work with such great people at Madison Square Garden, we are excited to see everything fired up and running for their first event."

The Garden's state-of-the-art center-hung multi-media display serves as the centerpiece of the GardenVision system, which extends throughout the arena and includes:

- Three LED displays on both the north and south end of the new Chase Bridges, which feature a combination of video and game statistics.
- Four long, curved LED ribbon displays on two different levels of the seating bowl.
- For basketball games, on the sidelines there will be seven sections of LED scorer's table displays, which can be connected to showcase additional up-to-the-minute statistics, marketing partners and promote upcoming events.

On October 25, The Garden will unveil the third and final phase of the Arena's comprehensive, top-to-bottom Transformation. In addition to the new state-of-the-art GardenVision center-hung scoreboard, other new elements that will debut include a transformed Chase Square 7th Avenue entrance that is nearly double in size and features a retail store, a brand new box office, a broadcast location, and a specific area dedicated to The Garden of Dreams Foundation, the non-profit organization that works closely with MSG to help children facing obstacles. Also debuting will be two new spectacular Chase Bridges that deliver one-of-a-kind views of the action; a new EIGHTEEN/76 Balcony (10th floor) offering a selection of new food and beverage options and unique seating lounges with direct views into the Arena bowl; a new Signature Suite Level (9th floor) featuring 18 completely transformed suites and the restoration of The Garden's world-famous ceiling.

The historic Transformation of Madison Square Garden has provided fans with an upgraded experience and enhanced amenities from the first row to the last. From the expanded concourses and first-class food and beverage options, to the larger, more comfortable seats and enhanced sightlines, to the special exhibits celebrating The Garden's unrivaled history, the new state-of-the-art Arena reinforces the building's position as The World's Most Famous Arena.

About Madison Square Garden

The Madison Square Garden Company is a fully-integrated sports, media and entertainment business. The Company is comprised of three business segments: MSG Sports, MSG Media and MSG Entertainment, which are strategically aligned to work together to drive the Company's overall business, which is built on a foundation of iconic venues and compelling content that the company creates, produces, presents and/or distributes through its programming networks and other media assets. MSG Sports owns and operates the following sports franchises: the New York Knicks (NBA), the New York Rangers (NHL), the New York Liberty (WNBA), and the Hartford Wolf Pack (AHL). MSG Sports also features the presentation of a wide variety of live sporting events including professional boxing, college basketball, track and field and tennis. MSG Media is a leader in production and content development for multiple distribution platforms, including content originating from the Company's venues. MSG Media's television networks consist of regional sports networks, MSG Network and MSG+, collectively referred to as MSG Networks; and Fuse, a national television network dedicated to music. MSG Networks also include high-definition channels, MSG HD and MSG+ HD, and Fuse includes its high-definition channel, Fuse HD. MSG Entertainment is one of the country's leaders in live entertainment. MSG Entertainment creates, produces and/or presents a variety of live productions, including the Radio City Christmas Spectacular featuring the Radio City Rockettes. MSG Entertainment also presents or hosts other live entertainment events such as concerts, family shows and special events in the Company's diverse collection of venues. These venues consist of Madison Square Garden, Radio City Music Hall, The Theater at Madison Square Garden, the Beacon Theatre, the Chicago Theatre, the Forum in Inglewood, CA, and the Wang Theatre in Boston, MA. More information is available at www.themadisonsquaregardencompany.com

About Daktronics

Daktronics is recognized as the world's leading provider of full-color LED video displays. Daktronics began manufacturing large screen, full-color, LED video displays in 1997. Since then, thousands of large screen video displays have been sold and installed around the world. Since 2001, independent market research conducted by iSuppli Corp. lists Daktronics as the world's leading provider of large screen LED video displays.

Daktronics has strong leadership positions in, and is the world's largest supplier of, large screen video displays, electronic scoreboards, computer-programmable displays, digital billboards, and control systems. The company excels in the control of large display systems, including those that require integration of multiple complex displays showing real-time information, graphics, animation and video. Daktronics designs, manufactures, markets and services display systems for customers around the world, in sport, business and transportation applications. For more information, visit the company's World Wide Web site at <http://www.daktronics.com>, e-mail the company at sales@daktronics.com, call (605) 692-0200 or toll-free (800) 325-8766 in the United States or write to the company at 331 32nd Ave. PO Box 5135 Brookings, S.D. 57006-5135.

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