



News Release

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FOR IMMEDIATE RELEASE

NEW YORK KNICKS AND RANGERS PARTNER WITH CROWDWAVE TO ADD INTERACTIVE GAMES TO EVENT PRESENTATION AT MADISON SQUARE GARDEN

NEW YORK, NY / OTTAWA, ON, Canada, January 31, 2011 – The New York Knickerbockers, New York Rangers and CrowdWave have partnered to bring CrowdWave’s interactive game system and Vision Interactive™ technology to Madison Square Garden. CrowdWave’s proprietary branded entertainment technology enables The Garden to deliver interactive game day entertainment to fans and marketing partners at Knicks and Rangers games.

CrowdWave is a unique mass-participation interactive game platform that makes it possible for Knicks and Rangers fans to literally get in the game, by engaging with each other and team marketing partners, in competitive or cooperative mass play, with video games shown on MSG’s GardenVision center-hung scoreboard. The Knicks and Rangers will use CrowdWave during select time-outs and intermissions. Fans will experience a completely new level of interaction, controlling game play, answering a question or making a choice simply by moving their arms. The Vision Interactive™ technology may also be used to generate audience metrics – data driven by the intensity of the crowd’s engagement and participation at any given point in the game.

Fashion brand Hugo Boss, an Official Partner of the Knicks, is the presenting partner of the Knicks Dance Off game. To view Knicks Dance Off presented by Hugo Boss, an example of one of several Knicks and Rangers games, visit http://www.crowdwavegames.com/catalog_new_york_knicks_dance_off_hb.php.

“We are always looking for innovative new ways to enhance the game experience for Knicks and Rangers fans. CrowdWave’s games provide our fans an entertaining and engaging way to demonstrate their enthusiasm during a game at The Garden and see the outcome,” said Howard Jacobs, executive vice president, marketing and sales, MSG Sports. “These interactive games also offer our marketing partners a terrific platform to integrate their brands into a dynamic and attention-grabbing experience that is already becoming a crowd favorite.”

For Mark Edwards, president of CrowdWave, it’s an opportunity to bring motion controlled interactive game day entertainment to one of the world’s most sophisticated sports audiences and the center of the advertising industry. “CrowdWave is thrilled to be associated with Madison Square Garden, The World’s Most Famous Arena, and with the New York Knicks and Rangers, two of the most storied franchises in all of major league sports,” said Edwards. “CrowdWave’s unique Vision Interactive™ technology, which makes the crowd the controller, and rich, interactive games will be a lot of fun for New York fans and a great medium for team marketing partners.”

About Crowdwave

CrowdWave’s game system and Vision Interactive™ technology analyzes the direction, intensity and timing of a crowd’s movement, as a whole or section by section, to control on-screen events – to play a game, answer a poll or make a choice. CrowdWave turns every fan into a human controller, enabling them to work together or to compete against each other, providing professional and collegiate sports teams and their sponsors with a powerful opportunity to engage fans interactively. Integrated into the CrowdWave offering is the ability

for teams to measure the audience experience from pre-event through building cleanup, a sports industry first. CrowdWave® is a division of Bent 360: MediaLab Inc., a branded entertainment technology company located in Ottawa, Ontario, Canada.

About Madison Square Garden

Madison Square Garden is a fully-integrated sports, entertainment and media business. The company is comprised of three business segments: MSG Sports, MSG Entertainment and MSG Media, which are strategically aligned to work together to drive MSG's overall business, which is built on a foundation of iconic venues and compelling content that MSG creates, produces, presents and/or distributes through its programming networks and other media assets. MSG Sports consists of owning and operating sports franchises, including the New York Knicks (NBA), the New York Rangers (NHL), the New York Liberty (WNBA), and the Connecticut Whale (AHL). MSG Sports also features other sports properties, including the presentation of a wide variety of live sporting events including professional boxing, college basketball, track and field and tennis. 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, throughout the country. MSG Entertainment also presents or hosts other live entertainment events such as concerts, family shows and special events in MSG's diverse collection of venues. These venues include Madison Square Garden, Radio City Music Hall, the Theater at Madison Square Garden, the Beacon Theatre, the Chicago Theatre and the Wang Theatre. MSG Media is a leader in production and content development for multiple distribution platforms, including content originating from MSG's venues. MSG Media consists of the MSG Networks (MSG, MSG Plus, MSG HD and MSG Plus HD) regional sports networks and the Fuse Networks (Fuse and Fuse HD), a national television network dedicated to music. MSG Media is also responsible for managing interactive initiatives across all business segments. More information is available at www.msg.com.

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