



News Release

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FOR IMMEDIATE RELEASE

THE MADISON SQUARE GARDEN COMPANY AND ROYAL CARIBBEAN INTERNATIONAL ANNOUNCE MARKETING PARTNERSHIP

Royal Caribbean is Now the Official Cruise Line of the New York Knicks, New York Rangers and the Arena Concert Series at Madison Square Garden

New York, NY, November 1, 2016 – The Madison Square Garden Company and Royal Caribbean International today announced a marketing partnership, naming Royal Caribbean as the Official Cruise Line of the New York Knicks, New York Rangers and the Arena Concert Series at Madison Square Garden. The agreement provides Royal Caribbean with premier brand integration and exposure across Madison Square Garden’s unrivaled set of assets, including digital platforms, venue signage and presence in the transformed Madison Square Garden.

“As the number one cruise line in the world, Royal Caribbean is a fantastic addition to our legendary group of marketing partners and we look forward to working with them on some exciting initiatives,” said Ron Skotarczak, executive vice president, marketing partnerships, The Madison Square Garden Company. “We are excited to provide incredible value for our newest partner that will help drive their business.”

“New York is an incredibly important market for Royal Caribbean, and we couldn’t think of a stronger fit in a strategic partner than the Madison Square Garden Company,” said Jim Berra, Chief Marketing Officer, Royal Caribbean International. “As the Official Cruise Line of the New York Knicks, New York Rangers and the Arena Concert Series at Madison Square Garden, we hope to inspire New Yorkers to consider Royal Caribbean for their next great adventure.”

Royal Caribbean will enjoy significant brand exposure at The Garden during all Knicks and Rangers games, as well as during concerts at Madison Square Garden. This includes courtside and in-arena LED signage throughout the Arena, featured spots on MSG’s GardenVision and features on Knicks and Rangers digital and social assets.

Royal Caribbean’s New York-based ship, *Anthem of the Seas*, is the world’s most technologically advanced cruise with an unexpected lineup of thrilling experiences for guests of all ages. From the RipCord by iFLY skydiving experience and the North Star, a glass observation capsule that takes guests more than 300 feet above the ocean, to futuristic entertainment, a robust culinary experience and game-changing technology that encompasses everything from robotic bartenders to superfast Wi-Fi connectivity, *Anthem of the Seas* allows guests to vacation like never before.

About The Madison Square Garden Company

The Madison Square Garden Company (MSG) is a world leader in live sports and entertainment that presents or hosts a broad array of world-class events – including concerts, sporting events, family shows and special events – in an unparalleled mix of celebrated venues that span four of the nation’s largest entertainment markets. Those venues are: 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. In addition, MSG has a diverse collection of properties that includes some of the most widely-recognized 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 (NBADL) and the Hartford Wolf Pack (AHL). The Company also 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 premier Boston Calling Music Festival. More information is available at www.themadisonsquaregardencompany.com

About Royal Caribbean International

Royal Caribbean International is an award-winning global cruise brand with a 46-year legacy of innovation and introducing industry “firsts” never before seen at sea. The cruise line features an expansive and unmatched array of features and amenities only found on Royal Caribbean including, jaw-dropping, Broadway-style entertainment and industry-acclaimed programming that appeals to families and adventurous vacationers alike. Onboard, guests are catered to with the cruise line’s world-renowned friendly and engaging Gold Anchor Service by every staff and crew member. Media can stay up-to-date by following @RoyalCaribPR on Twitter, and visiting RoyalCaribbeanPressCenter.com. For additional information or to make reservations, vacationers should call their travel agent; visit RoyalCaribbean.com; or call (800) ROYAL-CARIBBEAN.

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