



NEWS RELEASE

NEW YORK LIBERTY COMMUNICATIONS

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NEW YORK LIBERTY ANNOUNCE MARKETING PARTNERSHIP WITH FIRST-OF-ITS-KIND BASKETBALL VIDEO GAME *NBA BALLER BEATS*

NEW YORK, NY – August 16, 2012 – The New York Liberty today announced a new marketing partnership with [Majesco Entertainment's *NBA Baller Beats*](#), an interactive high-energy basketball experience on Kinect™ for Xbox 360®. *NBA Baller Beats* is the first ever full body motion-based NBA video game that uses a real ball to help basketball fans master a series of ball-handling skills set to an eclectic soundtrack of hip-hop, rock, and old school favorites.

As part of the partnership the Liberty is inviting fans to experience *NBA Baller Beats* at an Interactive Fan Zone at the Prudential Center. *NBA Baller Beats* is being released to the public on Sept. 11, but will be previewed to Liberty fans at home games now through Sept. 9 via hands-on demo stations enabling fans to play. *NBA Baller Beats* will also have a presence at New York Knicks and Liberty summer camps and events where the Knicks Groove Truck is scheduled to appear throughout the summer as well as select Liberty Fit community events.

"We are thrilled to be working with Majesco to amplify the launch of their new game, *NBA Baller Beats*," said Kristin Bernert, vice president of marketing and operations, New York Liberty. "As a New Jersey based company, they are the perfect partner to engage in our grassroots basketball and health and wellness platforms. Fans of all ages will love playing this game, and will get a nice workout while they're at it!"

As the official partner of the Liberty Fit Initiative, Majesco Entertainment will work with the team to promote health, wellness and an active lifestyle through a number of activities planned for children throughout the 2012 WNBA season. The Interactive Fan Zones are the first of a series of these community based events.

"Working in Edison, NJ, we've been long-time fans of the New York Liberty," says Jesse Sutton, CEO of Majesco Entertainment. "It's a real pleasure to team up with the talented players of the Liberty. *NBA Baller Beats* and the Liberty share the goal of bringing basketball to players of all ages and backgrounds, whether it's on the court or in your rec room."

Single game tickets for Liberty home games at the Prudential Center in Newark, NJ can be purchased by calling 212-465-6766 or by visiting [NYLiberty.com](#).

The Liberty are calling the Prudential Center home for their 2012 season, the second of three seasons while Madison Square Garden continues its historic, top-to-bottom Transformation. The Prudential Center is conveniently located 15 minutes away from The Garden by train.

For more information about *NBA Baller Beats*, please visit [www.NBABallerBeats.com](#). For the latest news and alerts follow the brand on Twitter @NBABallerBeats and ['Like' it](#) on Facebook.

About The Madison Square Garden Company

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 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 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 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 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 include Madison Square Garden, Radio City Music Hall, the Theater at Madison Square Garden, the Beacon Theatre, the Chicago Theatre, the Forum and the Wang Theatre. More information is available at [www.themadisonsquaregardencompany.com](#).

About Majesco Entertainment Company

Majesco Entertainment Company is a provider of video games for the mass market. Building on more than 20 years of operating history, the company is focused on developing and publishing a wide range of casual and family oriented video games on all leading console and handheld platforms as well as online, social networks and mobile devices. Product highlights include Zumba® Fitness, Cooking Mama™, and Alvin and the Chipmunks. The company's shares are traded on the NASDAQ Stock Market under the symbol: COOL. Majesco is headquartered in Edison, NJ with offices in San Francisco, CA, Brockhampton, UK, and a social games development studio in Foxboro, MA. More info can be found online at [www.majescoent.com](#) or on Twitter at [www.twitter.com/majesco](#).