



News Release

FOR IMMEDIATE RELEASE

**FUSE AND MSG ENTERTAINMENT PRESENT
"MAROON 5 LIVE FROM THE BEACON THEATRE"
PRESENTED BY COCA-COLA
ON TUESDAY, JULY 27 AT 9PM ET**

***Maroon 5 to Perform Fan Favorites Plus Songs from
'Hands All Over' – First New Album in Three Years***

***Tickets to Concert will be Given to Families of
Maroon 5's Charity of Choice and The Garden of Dreams Foundation***

Fuse, Madison Square Garden's national music television network and MSG Entertainment today announced that three-time Grammy Award winning band Maroon 5 will perform at the Beacon Theatre on Tuesday, July 27 at 9pm ET to celebrate the release of *Hands All Over*, the band's first studio album in three years. Kicking off their summer tour, the band will take the stage for "Fuse Presents: Maroon 5 Live From the Beacon Theatre" presented by Coca-Cola, airing live in HD on Fuse. Fuse and Coca-Cola have collaborated to bring the show to fans across the U.S. with limited commercial interruptions.

There will be no public sale of tickets for the event. Instead, seats will be available for a charity to be selected by Maroon 5 and families who are affiliated with The Garden of Dreams Foundation, a charity that works closely with all areas of MSG to benefit kids in crisis in the tri-state area.

"We couldn't be more excited to be doing this concert with Fuse," said Maroon 5's frontman Adam Levine. "The network has always been a huge supporter of what we're doing musically and we're honored to be joining the lineup of artists who have done this special with them in the past."

Maroon 5's highly anticipated third studio album, *Hands All Over*, is scheduled to drop on Tuesday, September 21 from A&M/Octone. Produced by rock studio legend Robert John "Mutt" Lange, well-known for his work with AC/DC, Def Leppard, The Cars and more, the album is a hybrid of rock, pop, funk and R&B. On Friday, July 30, Maroon 5 will begin their summer tour, encompassing nearly 30 dates by summer's end. The shows will feature special guests including Owl City, Guster, Kris Allen, VV Brown and Ry Cuming – all varying by state. For more Maroon 5 album details and tour information log onto www.maroon5.com.

2-2-2

-more-

"Fuse and MSGE are proud to be working with Maroon 5 as they join the distinguished lineup of artists that have been part of the 'Fuse Presents' franchise," said Mike Bair, president, MSG Media. "Through this unique series, presented by Coca-Cola, we are able to create an intimate experience for Maroon 5's fans as they play the iconic Beacon Theatre which can be seen live watching Fuse in HD."

Coca-Cola, a signature partner of Madison Square Garden, is the presenting sponsor of the "Fuse Presents" concert series. The series includes branded live telecasts on Fuse from Madison Square Garden venues, providing Coca-Cola with extensive brand presence on Fuse, Fuse.tv, as well as brand exposure in-venue.

"The 'Fuse Presents' series, which extends A-list artist performances and an iconic venue experience through the reach of a national television network, is a great way to share fun, music and Coca-Cola with people across the country," said Bea Perez, Chief Marketing Officer, Coca-Cola North America. "Through our partnership with MSG Entertainment and Fuse, Coca-Cola is giving music fans a great way to Open Happiness and enjoy life's simple pleasures like this not-to-be-missed concert."

To complement the live telecast of "Fuse Presents: Maroon 5 Live From the Beacon Theatre" presented by Coca-Cola, Fuse will air "Loaded: Maroon 5," a half-hour compilation of the group's greatest music videos, directly following the concert. The music network will continue to support the release of *Hands All Over* with an intimate one-on-one interview, "Maroon 5: On The Record with Fuse," airing in September, around the same time their album is released. In addition, beginning on July 1, Maroon 5 fans can log on to fuse.tv/maroon5 to check out photo and video galleries of the band.

"From the minute Maroon 5 stepped on the music scene they have continued to draw attention for their dynamic and unique sound," said Jay Marciano, president, MSG Entertainment. "We couldn't be more excited that they will be embarking on the first leg of their tour immediately following their 'Fuse Presents: Maroon 5 Live From the Beacon Theatre' presented by Coca-Cola, in support of their new album release *Hands All Over*."

The unique relationship between Fuse, MSG Entertainment and Coca-Cola offers fans distinct multi-platform access to Maroon 5 in anticipation of the band's first studio album in three years. Fuse and MSGE offer a unique experience to artists – with access to legendary venues, national television exposure and exclusive companion programming, along with combined marketing power to garner attention from an expansive network of music lovers. Maroon 5 will join artists including JAY-Z, John Mayer, Dave Matthews Band, Kanye West and Fall Out Boy who have all taken the stage for the "Fuse Presents" series.

The concert audience will include members of Maroon 5's charity recipient and families who are part of The Garden of Dreams Foundation. Garden of Dreams is a 501c3 non-profit charity that works closely with all areas of Madison Square Garden, including the New York Knicks, Rangers, Liberty, MSG Media, MSG Entertainment and Fuse "to make dreams come true for kids in crisis". In the four years since its inception, Garden of Dreams has worked tirelessly to fulfill its mission by creating unique and unforgettable events and activities, often involving unprecedented access to Madison Square Garden celebrities, events and venues, that have brightened the lives of thousands and thousands of special children and their families.

For more information on programming surrounding the show, go to www.fuse.tv/maroon5.

About Maroon 5

Capturing their first of **3 GRAMMY** Awards as "Best New Artist" of 2005 and going on to sell more than fifteen million albums worldwide, Maroon 5 won over fans and critics alike with the hybrid rock/R&B sound they introduced on their debut album **Songs About Jane**. They followed up with the double platinum album, *It Won't be Soon Before Long*, that included hits like "**Makes Me Wonder**" and "**If I Never See your Face Again.**" The band's releases have gone gold and platinum in over 35 countries around the world.

About Fuse

Fuse, the national television network dedicated exclusively to music, brings viewers closer to their favorite artists and bands by featuring original series and specials, exclusive interviews, live concerts and video blocks – all rooted in the music experience. Celebrating the hit makers of today, familiar favorites and edgy newcomers, Fuse accommodates the wide ranging tastes and attitudes of its 18-34 year-old audience with compelling music programming on-air, on-line, on-demand, in HD and via mobile technologies. Fuse is a part of MSG Media, which includes television networks MSG, MSG Plus, MSG HD and MSG Plus HD, as well as MSG Interactive, which oversees all company wireless and online initiatives. MSG Media is a division of Madison Square Garden, Inc. (Nasdaq:MSG), along with MSG Sports and MSG Entertainment. MSG Sports includes the New York Knicks (NBA); the New York Rangers (NHL); the New York Liberty (WNBA); the Hartford Wolf Pack (American Hockey League); and MSG Entertainment includes concerts and events at Radio City Music Hall, Madison Square Garden, the Theater at Madison Square Garden, the Wang Theatre in Boston, the Beacon Theatre, as well as the legendary Chicago Theatre, and which manages wholly-owned live entertainment properties including the Radio City Rockettes and the Radio City Christmas Spectacular. Additional information about Fuse can be found at www.fuse.tv.

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Along with Coca-Cola®, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke®, Fanta®, Sprite®, Coca-Cola Zero®, vitaminwater, Powerade®, Minute Maid®, Simply® and Georgia® Coffee. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of 1.6 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our website at www.thecoca-colacompany.com.

About MSG Entertainment

MSG Entertainment (MSGE), the live entertainment arm of Madison Square Garden, Inc. (Nasdaq: MSG), is a worldwide entertainment company recognized for its signature combination of event production and entertainment marketing. In addition to the nearly 900 entertainment concerts and events that take place each year at Radio City Music Hall, Madison Square Garden, The Theater at Madison Square Garden, The Beacon Theatre and The Chicago Theatre, MSGE has an exclusive co-booking agreement with Boston's Citi Performing Arts Center/ Wang Theatre. MSG Entertainment's live events include the Radio City Christmas Spectacular, which includes the national arena tour and the theatrical tour

4-4-4

and has played to more than 69 million in 63 different cities across North America. Additionally, MSGE has an ongoing partnership with Cirque du Soleil to create new content and productions for its venues. Wintuk, which premiered in 2007, was built exclusively for The Theater at Madison Square Garden and runs every holiday season. More than five million people attend MSG Entertainment branded events annually including concerts, special events, and family attractions.

###

PRESS CONTACTS:

For Fuse, Lauren Melone: lmelone@fuse.tv / 212-324-3401

For MSGE, Mikyl Cordova: mikyl.cordova@thegarden.com / 212.631-4337

For Maroon 5, Carleen Donovan: carleen@pressherepublicity.com / 212-246-2640