



News Release

FOR IMMEDIATE RELEASE

**Z100'S JINGLE BALL TO BE TELEVISED FOR THE FIRST TIME
EVER EXCLUSIVELY ON FUSE
THURSDAY, DECEMBER 16 AT 9PM ET**

**FUSE AND MSG ENTERTAINMENT PRESENT
"Z100'S JINGLE BALL LIVE FROM MADISON SQUARE GARDEN"
PRESENTED BY COCA-COLA**

*Performances by Katy Perry, Enrique Iglesias, Paramore, B.o.B, Bruno Mars,
Taio Cruz, Selena Gomez and Travie McCoy*

New York, NY (December 1, 2010) – Fuse, Madison Square Garden's national music television network and MSG Entertainment today announced that New York's sold out Z100's Jingle Ball, the star-studded annual holiday concert from Z100, New York's Hit Music Station, will air on Fuse Thursday, December 16 at 9pm ET. Z100's Jingle Ball will take place on December 10 at Madison Square Garden. Airing in HD, "Fuse Presents: Z100's Jingle Ball Live From Madison Square Garden," presented by Coca-Cola, will feature performances by Katy Perry, Enrique Iglesias, Paramore, B.o.B, Bruno Mars, Taio Cruz, Selena Gomez and Travie McCoy. This will be the first time music fans across the country will be able to experience the highly anticipated annual event on television.

"There's a reason that Z100's Jingle Ball is legendary. Anyone who's ever attended knows that the show has an energy and excitement like no other," said Darren Pfeffer, Marketing Director of Clear Channel Radio New York and Executive Producer of Z100's Jingle Ball. "We're thrilled that Fuse and Coca-Cola are partnering with us to bring this experience outside the walls of Madison Square Garden and into the homes of its viewers."

This year's sold out show boasts one of the most diverse and exciting lineups in the event's history. Z100's Jingle Ball 2010 will feature over 10 performers and special guest hosts including Kim Kardashian, Jay Sean and Flo Rida. Mayor Bloomberg has also issued a special Proclamation officially declaring Friday, December 10, 2010 as "Z100's Jingle Ball Day" in New York City.

"Fuse and MSG Entertainment are honored to be working with Z100 and Coca-Cola to bring this year's Z100's Jingle Ball to a national audience for the first time through our 'Fuse Presents' concert series that has featured some of the biggest names in music including JAY-Z, Maroon 5, John Mayer and Dave Matthews Band," said Mike Bair, president, MSG Media. "Music fans nationwide will be able to experience this spectacular holiday event featuring a variety of today's

hottest artists performing under one roof from Madison Square Garden, the world's most important venue for music."

The Coca-Cola Company, a signature partner of Madison Square Garden, is the presenting sponsor of the "Fuse Presents" concert series. The series includes branded telecasts on Fuse from Madison Square Garden venues including Radio City Music Hall, The Beacon Theatre and The Chicago Theatre, providing Coca-Cola brands with extensive brand presence on Fuse, Fuse.tv, as well as brand exposure in-venue. Coca-Cola is also sponsoring Z100 & Coca-Cola's All Access Lounge, the official pre-event for Z100's Jingle Ball. The free event will include performances by Z100 artists, autograph sessions and meet and greets with fan favorites as well as interactive displays from some of today's hottest brands and products. The event takes place Friday, December 10 from 12-6pm at Hammerstein Ballroom, 311 W 34th St, New York, NY.

"This is the exciting and fitting culmination of our first year partnering with Fuse to bring the hottest artists to music fans across the country," said Dori Silverman, Area Vice President – Bottler Sales and Marketing for The Coca-Cola Company. "As partners of Madison Square Garden and Z100, we are thrilled that Fuse will now help us bring it all together as a truly must-see event."

The unique relationship between Fuse, MSG Entertainment and Coca-Cola offers fans distinct multi-platform access to Z100's Jingle Ball. Fuse and MSGE provide a one-of-a-kind experience to artists and partners – with access to legendary venues and national television exposure, along with combined marketing power to garner attention from an expansive network of music lovers. Performers featured in "Fuse Presents: Z100's Jingle Ball Live From Madison Square Garden," will join artists including Drake, Elton John and Leon Russell, Maroon 5, JAY-Z, John Mayer, Dave Matthews Band, Kanye West and Fall Out Boy who have all taken the stage for the "Fuse Presents" series.

"Seeing a concert like Z100's Jingle Ball live at Madison Square Garden is an unforgettable experience," said Jay Marciano, president, MSG Entertainment. "For people around the country that may not get to New York to see Z100's Jingle Ball, Fuse gives fans unprecedented access to many of the hottest and most coveted live concert experiences in their own homes."

The official charity partner for Z100's Jingle Ball is Musicians On Call (<http://www.musiciansoncall.org>). Musicians On Call, a nonprofit organization formed in 1999, brings live and recorded music to the bedsides of patients in healthcare facilities. Musicians On Call uses music to promote and complement the healing process for patients, families and caregivers.

To kick off the night's highly anticipated event, Fuse will air "Backstage at Z100's Jingle Ball" on Thursday, December 16 at 8pm ET. Hosted by Mark Hoppus of Blink 182 and Fuse's "A Different Spin" along with Allison Hagendorf, host of "Fuse Top 20 Countdown," the two will bring viewers exclusive interviews and backstage access to Z100's Jingle Ball.

For more information on the show, go to www.fuse.tv/z100jingleball

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About Z100:

Owned and operated by Clear Channel Communications, Inc., WHTZ-FM/Z100 "New York's Hit Music Station" with more than 4.5 million listeners per week. Additional information on the station including upcoming events and on-air personalities is available online at www.Z100.com.

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 Connecticut Whale (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 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 and has played to more than 69 million in 63 different cities across North America. Additionally, MSGE has an ongoing relationship 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 will return again this holiday season. More than five million people attend MSG Entertainment branded events annually including concerts, special events, and family attractions.

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.

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