
The Madison Square Garden Company and Squarespace Announce Signature Partnership

Squarespace Becomes the New York Knicks' First Jersey Sponsor Through Multi-Year Deal Squarespace and New York Knicks Help Local Entrepreneurs with New "Make It Fund"

NEW YORK, NY – October 10, 2017 – The Madison Square Garden Company (NYSE: MSG) today announced leading website publishing platform Squarespace as a signature marketing partner, which includes becoming the New York Knicks' first jersey sponsor. Beginning in the 2017-18 season, the two companies will kick off a multifaceted partnership that will give Squarespace year-round exposure across MSG's unrivaled set of sports and entertainment properties, as well as MSG Networks' award-winning regional sports networks.

The New York Knicks and Squarespace will also collaborate on a brand-new community initiative called the "Make It Fund" to help New York City entrepreneurs get off the ground. Throughout the 2017-18 season, Squarespace and the Knicks will provide financial support and prime advertising spots at MSG to local, Squarespace-powered small businesses. Media inventory includes the Garden's seven digital boards on 7th and 8th Avenues, which provide exposure to the more than 1 million people who walk by the Arena each day.

"In selecting a partner who will become so deeply ingrained in both the Knicks and MSG, one of our key considerations was that organization's alignment with our values," said David O'Connor, President & CEO, The Madison Square Garden Company. "Both MSG and Squarespace are born and bred NYC companies, firmly focused on the future of our community. Squarespace's dedication to harnessing the heart and hustle of the independent workforce, coupled with our shared commitment to providing our customers with exceptional service and the opportunity to realize their dreams, make this an ideal partnership and one that we look forward to developing and benefitting both of our businesses."

"Squarespace's most incredible asset is the millions of customers that use our platform and the inspiring work they share with the world," remarked Anthony Casalena, Founder & CEO of Squarespace. "Everything we do is focused on helping our customers succeed, so we're thrilled to launch the Make It Fund as a key element of our partnership with the Knicks and to give a helping hand to the next generation of visionaries and entrepreneurs in New York City."

“As a company born and bred in the greatest city in the world, we’re extremely proud to support our home team,” said Kinjil Mathur, Chief Marketing Officer for Squarespace. “Squarespace is a platform that empowers people to go after their dreams and make it on their own. That kind of hustle and grit is something we see in New Yorkers every day, and no team or fan base embodies that better than the New York Knicks.”

Audiences will see the official partner jerseys worn by players in-game starting on October 13th, 2017. In addition to logo representation on the Knicks’ game jersey, Squarespace’s logo will appear on the team’s practice jersey. Squarespace will also have an impactful presence on MSG Networks as the presenting partner for their Gameside Studio.

ABOUT THE MADISON SQUARE GARDEN COMPANY

The Madison Square Garden Company (MSG) is a world leader in live sports and entertainment experiences. The company presents or hosts a broad array of premier events in its diverse collection of iconic venues: 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. Other MSG properties include legendary sports franchises: The New York Knicks (NBA), the New York Rangers (NHL) and the New York Liberty (WNBA); two development league teams -- the Westchester Knicks (NBAGL) and the Hartford Wolf Pack (AHL); and one of the leading North American esports organizations, Counter Logic Gaming. In addition, the Company features the popular original production – the Christmas Spectacular Starring the Radio City Rockettes – and through Boston Calling Events, produces outdoor festivals, including New England’s preeminent Boston Calling Music Festival. Also under the MSG umbrella is TAO Group, a world-class hospitality group with globally-recognized entertainment dining and nightlife brands: Tao, Marquee, Lavo, Avenue, The Stanton Social, Beauty & Essex and Vandal. More information is available at www.themadisonsquaregardencompany.com.

ABOUT SQUARESPACE

Squarespace powers the next generation of the independent workforce by providing millions of makers, thinkers, and doers with the tools they need to bring their unique stories to life. By blending industry-leading design and world-class engineering, Squarespace presents a beautiful all-in-one solution for building websites, selling online, and taking control of your online identity. Founded in 2003, Squarespace’s team of 700 is headquartered in downtown NYC, with offices in Dublin and Portland. For more information, visit www.squarespace.com/about.

PRESS CONTACTS

Squarespace Press & Communications Team

press@squarespace.com

Please visit www.squarespace.com/press for more information.

The Squarespace Thought Leadership Survey was conducted between July 27 and August 3, 2017 1,547 Americans Ages 13-60 (514 Americans ages 13-17 and 1,033 Americans ages 18-60) , using an e-mail invitation and an online survey. Quotas are set to ensure a reliable representation of the U.S. population ages 13-17 and 18-60. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 2.5 percent (+/- 4.3% for Americans ages 13-17 and +/- 3.1% for Americans ages 18-60), from the result that would be obtained if interviews had been conducted with all personas in the universe represented by the sample. The margin of error for any subgroups will be slightly higher.