

**NY RANGERS "SUBSCRIBERS PLAYOFF ONLINE" SWEEPSTAKES  
(The "Sweepstakes")**

**OFFICIAL RULES**

**NO PURCHASE NECESSARY. VOID WHERE PROHIBITED.  
A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.**

1. **PERIOD:** Sweepstakes begins at 9:00am Eastern Time (ET) on March 4, 2010 and ends at 11:59pm ET on March 24, 2010 (the "Sweepstakes Period").
2. **ELIGIBILITY:** Sweepstakes is open to legal U.S. residents of New York, New Jersey and Connecticut, age 18 or older at time of entry, who reside within a 75-mile radius of Madison Square Garden, and who are season subscribers ("Subscribers") to the 2009-10 New York Rangers ("NYRangers") NHL season. Employees of, and the immediate family and/or household members of individuals employed by, Madison Square Garden, L.P. ("MSG" or "Sponsor"), The New York Rangers, the National Hockey League ("NHL") and its member teams, NHL Properties, Inc., (together, "NHL Entities"), their parent corporations, affiliates, subsidiaries, franchisees, advertising and promotional agencies, are ineligible to participate. The term "immediate family" shall mean spouses, parents, siblings, children, grandparents and grandchildren. This offer is subject to all federal, state and local laws and any disputes shall be resolved in the courts in the State of New York.
3. **TO ENTER:** Go to [www.nyrscentral.com](http://www.nyrscentral.com) during the Sweepstakes Period and: i) Purchase playoff tickets to be entered automatically; or ii) send a 3"x5" postcard with your name, date of birth, address, phone number and email address to: NYR Marketing Sweepstakes (Subscribers Playoff Online), 2 Penn Plaza 14<sup>th</sup> FL. N.Y., N.Y. 10121 by the end of the Sweepstakes Period. Limit one (1) entry per person, per email address. All entry forms become the property of Sponsor and will not be returned. Sponsor is not responsible for lost, late, ineligible, damaged or misdirected entries or any typographical or other errors in the printing of the offer, administration of the Sweepstakes or in the announcement of the prize. Sponsor reserves the right, in its sole discretion, to cancel or modify the Sweepstakes if fraud or other failure destroys the integrity of the Sweepstakes. Sponsor does not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, seeding or printing errors, lost/delayed/garbled data or transmissions, omission, interruption, deletion, defect, or failures of any telephone or computer line or network, computer equipment, software or any combination thereof. Entry materials that have been tampered with or altered are void. If, in Sponsor's opinion, this Sweepstakes is compromised or becomes technically corrupted in any way, electronically or otherwise, the Sponsor reserves the right to cancel, terminate, or suspend the Sweepstakes (or the online portion thereof) and, in such event, to select winners for any remaining prizes by randomly drawing from among all valid entries received, up to such time of cancellation, termination, or suspension, or solely from the mailed entries.

Sponsor is not responsible for lost, late, ineligible, damaged or misdirected entries or any typographical or other errors in the printing of the offer, administration of the Sweepstakes or in the announcement of the prize.

4. **SELECTION OF WINNER(S):** Winners will be determined by means of a random drawing on March 25, 2010 from among all eligible entries received, by a representative of Sponsor, whose decisions are final on all matters relating to this Sweepstakes ("Potential Winners"). Potential Winners will be notified by phone, e-mail or U.S. mail. The Potential Winner must comply with all terms and conditions of these Official Rules, and winning a prize is

contingent upon fulfilling all requirements. The Potential Winner will be required to sign and return an Affidavit of Eligibility and Liability/Publicity Release within forty-eight (48) hours of the date of notice in order to claim his/her prize and become an official winner ("Official Winner"). If a Potential Winner cannot be contacted, or fails to sign and return the Affidavit of Eligibility and Liability/Publicity Release within the required time period, the Potential Winner forfeits the Prize. In the event that a Potential Winner is disqualified for any reason, Sponsor will award the Prize to an alternate Potential Winner by random drawing from among all remaining eligible entries received. Odds of winning depend on the total number of eligible entries received during the Promotional Period.

5. PRIZE(S): The Sweepstakes Prizes are as follows:

GRAND PRIZE (1): One (1) Grand Prize Winner and fifteen (15) guests will receive a NY Rangers Luxury Suite Experience, which shall include: i) access for sixteen (16) to a Madison Square Garden Luxury Suite to view a 2010 Rangers Playoff Game (Promotional Value Only), ii) sixteen (16) official Rangers Gift Bags (Approximate Retail Value (ARV) of each gift bag: \$5), iii) an in-Suite visit by a Rangers alumnus/i (Alumnus/i to be chosen by Sponsor in its sole discretion, subject to availability), and iv) a \$1,000 food credit (for use in-Suite only). (ARV of Grand Prize: \$1,080)

FIRST PRIZE(S) (10): Ten (10) First Prize Winners will each receive a \$200 American Express Gift Card. (Total ARV of the First Prize: \$2,000)

SECOND PRIZE(S) (20): Twenty (20) Second Prize Winners will each receive a \$50 Gift Card to the pub/restaurant Stout NYC. (Total ARV of the Second Prize: \$1,000)

THIRD PRIZE(S) (30): Thirty (30) Third Prize Winners will each receive an official Rangers Gift Bag (ARV of each gift bag: \$5) and a regulation-sized NHL puck autographed by a current Rangers player. (Player to be chosen by Sponsor in its sole discretion.) (ARV of each puck: \$20) Total ARV of the Third Prize: \$750.

Total ARV of Sweepstakes Prizes: \$4,830

Official Winner(s) will be responsible for all federal, state and local taxes and fees and other expenses associated with Prize receipt and/or use that are not expressly included in the Prize description, including but not limited to transportation to and from Madison Square Garden, meals and beverages. No cash or other substitution, assignment or transfer of any prizes permitted, except by Sponsor, who reserves the right to substitute Prize or prize component with cash or another prize of comparable or greater value. Sponsor is solely responsible for providing elements of Prize to Official Winner.

6. PRIZE RESTRICTIONS: All Prizes subject to availability. No substitution or cash equivalent of prize permitted, except at sole discretion of Sponsor. Sponsor may substitute a prize of equal or greater value. No prize transfers permitted, except at Sponsor's discretion. Winner is solely responsible for any expenses and any other costs not described as part of the prize. Federal, state and local taxes are the responsibility of winners. In the event that Rangers fail to make the 2010 NHL Playoffs, this Sweepstakes will be cancelled.

7. PUBLICITY/PRIVACY POLICY: Except where prohibited, participation in the Sweepstakes constitutes Winners' consent to Sponsor and its parent, subsidiary and affiliated companies to use his/her name, likeness, photograph, voice, opinions, biographical information, hometown and state for promotional purposes in any media without further payment or

consideration. Such publicity shall be conducted in accordance with Sponsors Privacy Policy, which can be viewed at [http://msg.com/privacy\\_policy.jsp](http://msg.com/privacy_policy.jsp)

8. **GENERAL CONDITIONS:** Sponsor reserves the right to cancel or modify the Sweepstakes if fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity of the Sweepstakes, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the Prizes at random from among the eligible entries received up to the time of the impairment. Sponsor reserves the right in its sole discretion to disqualify any individual they find to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules, or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately damage any website or undermine the legitimate operation of the Sweepstakes is a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

9. **RELEASE/LIMITS OF LIABILITY:** By entering this Sweepstakes, each Entrant agrees to release and hold harmless Madison Square Garden L.P., the Rangers, the NHL Entities, their parents, affiliates, subsidiaries, officers, directors, shareholders, agents, employees and all others associated with the development and execution of this Sweepstakes from and against any losses, damages, rights, claim or cause of action of any kind arising, in whole or in part, directly or indirectly, out of participation in the Sweepstakes or resulting directly or indirectly, from acceptance, possession, use, or misuse of any Prize awarded in connection with the Sweepstakes, including without limitation personal injury, death, and/or property damage, as well as claims based on publicity rights, defamation, and/or invasion of privacy.

10. **DISPUTES:** Each Entrant agrees that: (i) any and all disputes, claims and causes of action arising out of or connected with this Promotion, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the District of New York or the appropriate New York State Court located in New York; (ii) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion but in no event attorneys' fees; and (iii) under no circumstances will entrants be permitted to obtain awards for and entrants hereby waive all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. **SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of New York, without giving effect to any choice of law or conflict of law rules (whether of the State of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York.

11. **SWEEPSTAKES SPONSOR:** Madison Square Garden, L.P., 2 Penn Plaza, New York, NY 10121.

12. **WINNERS' LIST:** For the names of the Prize Winners, please send a self-addressed, stamped envelope to: 2009-10 NY Rangers Subscribers Playoff Sweepstakes, 2 Penn Plaza, 14th Floor, New York, NY 10121 by April 8, 2010.