



## **Madison Square Garden Unveils Hain Celestial Concession Stand With Better-For-You Organic, Natural and Gluten-Free Products**

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NEW YORK, Feb. 03, 2017 (GLOBE NEWSWIRE) -- The Madison Square Garden Company and The Hain Celestial Group, Inc. today announced a renewed and expanded multi-year marketing partnership, highlighted by a new concession stand at Madison Square Garden featuring Hain Celestial's better-for-you organic, natural and gluten-free products, which will join a lineup of first-class culinary offerings at the World's Most Famous Arena.

Sensible Portions® snacks, Terra® Chips, Garden of Eatin'® snacks and FreeBird® chicken are expected to be featured at the concession stand, among other Hain Celestial gluten-free products. Both Terra® and Sensible Portions® brands are Official Partners of the New York Knicks.

Hain Celestial, a leading organic and natural products company, has partnered with Madison Square Garden for over ten years and has supported community initiatives with the New York Knicks to encourage healthier eating, both in and out of The Garden. Hain Celestial joins Madison Square Garden's unrivaled lineup of food options and will be open during all events and shows at The Garden.

"We are pleased to have reached this agreement with Madison Square Garden, as they say 'The World's Most Famous Arena', which should encourage healthier eating habits among guests as they enjoy games, concerts and events taking place each year at The Garden," said Irwin D. Simon, Founder, President and Chief Executive Officer of Hain Celestial.

"Hain Celestial is a leading organic and natural products company, and we are thrilled to be able to expand their food options for fans at Madison Square Garden," said Ron Skotarczak, executive vice president, marketing partnerships, The Madison Square Garden Company. "As we are always searching for opportunities to enhance our fans' experience, this partnership with Hain Celestial continues to help make that happen by providing our guests a great assortment of healthy food offerings."

### **The Madison Square Garden Company**

The Madison Square Garden Company (MSG) is a world leader in live sports and entertainment that presents or hosts a broad array of world-class events – including concerts, sporting events, family shows and special events – in an unparalleled mix of celebrated venues that span four of the nation's largest entertainment markets. Those venues are: 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. In addition, MSG has a diverse collection of properties that includes some of the most widely-recognized sports franchises: the New York Knicks (NBA), the New York Rangers (NHL) and the New York Liberty (WNBA), along with two development league teams -- the Westchester Knicks (NBADL) and the Hartford Wolf Pack (AHL). The Company also features popular original entertainment productions -- the Christmas Spectacular and New York Spectacular – both starring the Radio City Rockettes, and through Boston Calling Events, produces outdoor festivals, including New England's premier Boston Calling Music Festival. More information is available at [www.themadisonsquaregardencompany.com](http://www.themadisonsquaregardencompany.com)

### **The Hain Celestial Group, Inc.**

The Hain Celestial Group (Nasdaq:HAIN), headquartered in Lake Success, NY, is a leading organic and natural products company with operations in North America, Europe and India. Hain Celestial participates in many natural categories with well-known brands that include Celestial Seasonings®, Earth's Best®, Ella's Kitchen®, Terra®, Garden of Eatin'®, Sensible Portions®, Health Valley®, Arrowhead Mills®, MaraNatha®, SunSpire®, DeBoles®, Casbah®, Rudi's Organic Bakery®, Hain Pure Foods®, Spectrum®, Spectrum Essentials®, Imagine®, Almond Dream®, Rice Dream®, Soy Dream®, WestSoy®, The Greek Gods®, Blueprint®, FreeBird®, Plainville Farms®, Empire®, Kosher Valley®, Yves Veggie Cuisine®, Europe's Best®, Cully & Sully®, New Covent Garden Soup Co.®, Johnson's Juice Co.®, Farmhouse Fare®, Hartley's®, Sun-Pat®, Gale's®, Robertson's®, Frank Cooper's®, Linda McCartney®, Lima®, Danival®, Joya®, Natumi®, GG UniqueFiber®, Tilda®, JASON®, Avalon Organics®, Alba Botanica®, Live Clean® and Queen Helene®. Hain Celestial has been providing A Healthier Way of Life™ since 1993. For more information, visit [www.hain.com](http://www.hain.com).

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