

**MADISON SQUARE GARDEN'S
2008-09 KNICKS POETRY SLAM PROGRAM
and
2008-09 "Reason I Write" ESSAY COMPETITION (each, a "Contest")**

Poetry Slam OFFICIAL RULES

THE CONTEST BEGINS AT 10:00 A.M. ON NOVEMBER 15, 2008 AND ENDS AT 11:59 P.M. MARCH 3, 2009 (THE "PERIOD"). Contest is open to legal residents of New York, New Jersey and Connecticut (together, the "Tri-State Area") between 13-19 years of age, who live within a 75-mile radius of Madison Square Garden, and are enrolled students in good standing in an accredited high school in the Tri-State Area. **VOID WHERE PROHIBITED BY LAW.**

**CONTEST DATES AND LOCATIONS SUBJECT TO CHANGE.
VISIT WWW.KNICKSPOETRYSLAM.COM WEBSITE FOR UPDATES.**

1. **HOW TO ENTER:** Limit one (1) entry per person, regardless of method of entry. Prospective entrants below the age of 18 **must** obtain the permission and/or signature of a parent or legal guardian in order to be eligible. Incomplete or altered registration forms will be considered void.

(A) Entry via Internet: Register at www.knickspoetryslam.com from October 1 – November 15, 2008, and follow the instructions to complete the registration form.

ONLINE REGISTRATION IS ENCOURAGED.

Registration forms can also be obtained from October 1 – November 14, 2008 at Urban Word NYC, located at 242 West 27th St., Suite 3B, New York, NY 10001 [(212) 352-3495] during the hours of 9:00 A.M. to 7:00 P.M.. **Completed registration forms can be submitted in the following ways:**

(B) (1) In Person: On November 15, 2008 between 10:00 A.M. and 5:00 PM, the Knicks will be holding open auditions at Madison Square Garden Expo Center (enter through the MSG box office). **PROSPECTIVE ENTRANTS UNDER THE AGE OF 18 MUST HAVE THEIR FORMS SIGNED BY A PARENT OR LEGAL GUARDIAN.**

(B) (2) via Mail: Send a completed registration form (containing the participant's first and last name, date of birth, address, city, state, zip code, cellphone number and email address) to: New York Knicks, Attn: 2008-09 Knicks Poetry Slam, 2 Penn Plaza – 14th Floor, New York, New York 10121. Mail-in entries must be received no later than November 14, 2008. **PROSPECTIVE ENTRANTS UNDER THE AGE OF 18 MUST HAVE THEIR FORMS SIGNED BY A PARENT OR LEGAL GUARDIAN.**

Madison Square Garden, L.P, the New York Knicks, Urban Word NYC, WQHT FM ("Hot97" FM), WRKS FM ("98.7 Kiss" FM), the Hymowitz Children's Educational Fund, The Joan Goldstein Education Foundation and Nike, Inc. (collectively, "Sponsors") are not responsible for late, stolen, lost or illegible entries or for typographical or other errors in the printing of this offer or administration of the Contest.

2. **ELIGIBILITY.** VOID WHERE PROHIBITED. The Contest is open to all legal residents of the Tri-State Area who are 13-19 years of age, and are enrolled students in good standing in an accredited high school in the Tri-State Area. (Good academic standing shall be as determined by Sponsors). All Contest Participants will be required to sign a Release prior to participation in the Contest and any and all activities related thereto. Contest winners will be required to sign and return a notarized Affidavit of Eligibility and

Waiver/Release ("Affidavit") within Forty-Eight (48) hours of receipt of such Affidavit in order to collect their prize. Employees, immediate family members, and those residing in the same household of those employed by Sponsors, Cablevision Systems Corporation, CSC Holdings, Inc., the NBA Entities, and their respective advertising and promotion agencies and their immediate family members and persons living in the same households of the above are ineligible to participate in this Contest. The term "immediate family member" shall mean spouses, parents, siblings, children, grandparents and grandchildren. This offer is void where prohibited and subject to all federal, state and local laws. Any disputes shall be resolved by the Sponsors in their sole discretion.

Previous winners of The Knicks Poetry Slam are not eligible to participate in the Contest.

3. **SELECTION OF PARTICIPANTS.**

(A) The first one thousand (1,000) prospective Contest participants who meet the eligibility requirements as set forth in these Official Rules ("Participants"), subject to verification by Sponsors, will be entered into the Contest. If less than one thousand (1,000) Participants, as determined by judges, are found for the Contest during the Open Audition, Sponsors may hold another Open Audition, in their sole discretion. Should Sponsors determine that no or too few eligible Contest registration forms have been received, Sponsors reserve the right to cancel the Contest.

(B) The top one hundred fifty (150) Participants, as determined by Contest judges in their sole discretion, will advance to the Contest Semi-Finals (the "Semi-Finalists"). **Semi-Finalists will be selected and notified either at the Open Audition, or contacted by phone or email by no later than November 21, 2008.** If a potential Semi-Finalist is unreachable or does not make direct contact with Sponsors by November 21, 2008, or is unable to fulfill any entry requirements, their spot in the Contest will be forfeited in its entirety and an alternate Semi-Finalist will be selected from the remaining eligible entries.

4. **CONTEST FORMAT.**

The Program phases are as follows:

(A) **Phase One – The Open Audition/College Expo.**

From 10:00 A.M. to 5:00 P.M. on November 15, 2008 at the Expo Center, Participants will deliver a one (1)-minute poem in front of the judges. The one hundred fifty (150) Semi-Finalists, as determined by judges in accordance with the criteria listed below, will be selected to advance to Phase Two.

All Participants and Audition attendees will be permitted to attend the College Fair being held at the audition center. The College Fair will feature colleges from across the nation and will include local arts, culture and entertainment.

(B) **Phase Two – The Workshops.**

From November 15 – December 31, 2008, Semi-Finalists will be required to attend four (4) out of six (6) poetry rehearsal and improvements workshops. Workshop attendees may also have the opportunity to be featured in a TV program to run on MSG Media.

Attendance at four (4) workshops is mandatory. Unexcused absence from any of the four (4) workshops may result in disqualification. (Make-up sessions are available on Saturdays at Urban Word NYC.) Sponsors reserve the right, in their sole discretion, to disqualify any Semi-Finalist for failure to attend scheduled Workshops.

CREATIVELY COLLEGE BOUND WORKSHOPS. In addition to poetry workshops, the Knicks Poetry Slam Program will provide high school juniors and seniors with a twelve (12)-week

course dedicated to helping them get into college. The course, designed and run by Urban Word NYC, will fully prepare high school juniors and seniors for the college application process. The main focus of the workshop is on writing creative and powerful essays that can be used for college applications and also for scholarships, grants and other awards. The course will also offer advice concerning various financial issues including SAT and application fee waivers, creating professional resumes for grants and scholarships, preparation and practice for the college interview and ways for students to academically and artistically mold themselves into the optimum candidates for college acceptance.

The location and subject of the workshops are as follows:

Information to come. Check www.knickspoetryslam.com for more details.

Workshop make-up sessions will be scheduled at:

Urban Word NYC [(212) 352-3495]: 242 West 27th St., Suite 3B, New York, NY 10001. Contact Urban Word NYC, or visit www.urbanwordnyc.org, for more details.

(C) **Phase Three – The Semi-Finals.**

In January and February 2009, Semi-Finalists will compete at one of three (3) site locations throughout NYC for the chance to advance to the Finals. Semi-Finalists will deliver a three (3)-minute version of their poems in front of the judges. The top three (3) Semi-Finalists from each site location, as determined by the judges in accordance with the criteria listed below, will be chosen to enter the Contest ("Finalists").

The Semi-Final locations are as follows:

Locations to be determined. Check for more details.

(D) **Phase Four – The Finals.**

On March 3, 2008, Finalists will deliver a three (3)-minute poem in front of the Contest judges and audience for the chance to win prizes ("Contest Winners") and the title of "Top Poet in NYC". Contest Winners will be honored on-court at half time during a NY Knicks game (TBD).

Location of Finals to be determined. Check www.knickspoetryslam.com for more details.

5. **CONTEST JUDGING CRITERIA.**

Poems will be judged in accordance with the following criteria: i) Writing (20%); ii) Performance (20%); iii) Originality (20%); iv) Sincerity (20%);and iv)Inspiration (20%).

Assessments will be strictly confidential and will not be shared with Program or Contest participants or their parents or guardians. Scores will be determined by the Open Audition and Contest Judges in their sole discretion.

In exchange for the chance to enter the Program and/or Contest, prospective participants, Entrants and Winners grant to MSG the right to use verbiage from, and audio and/or audiovisual footage of, all poems delivered during the Program or the Contest in any and all media now in existence or hereafter devised in all territories throughout the world in perpetuity.

6. **PRIZES.**

Knicks Poetry Slam Contest First Prize: One (1) First Prize will be awarded. First Prize Winner will receive a Ten Thousand Dollar (\$10,000) grant towards the completion of a two- or four-year college degree, a Custom ID Session at Nike Town (ARV \$150), a laptop computer and printer (ARV \$1000). Total ARV of First Prize \$11,150.

Knicks Poetry Slam Contest Second Prize: One (1) Second Prize will be awarded. Second Prize Winner will receive a Seven Thousand Five Hundred Dollar (\$7,500) grant towards the completion of a two- or four-year college degree, a Custom ID Session at Nike Town (ARV \$150), a laptop computer and printer (ARV \$1,000). Total ARV of Second Prize \$8,650.

Knicks Poetry Slam Contest Third Prize: One (1) Third Prize will be awarded. Third Prize Winner will receive a Five Thousand Dollar (\$5,000) grant towards the completion of a two- or four-year college degree, a Custom ID Session at Nike Town (ARV \$150), a laptop computer and printer. (ARV \$1,000). Total ARV of Third Prize \$ 6,150.

Knicks Poetry Slam Contest Fourth Prize through Tenth prizes: One (1) Prize for each place, Fourth through Tenth Place, will be awarded. Fourth through Tenth Prize Winners will each receive One Thousand Dollar (\$1,000) grant towards the completion of a two- or four-year college degree and Custom ID Session at Nike Town (ARV \$150 each). Total ARV of each Fourth - Tenth Prizes \$ 1,150.

Total ARV of Poetry Contest Prizes \$34,000

7. Each Participant accepts and agrees to be bound by these Official Rules and the decisions of the Sponsors, which shall be final and binding in all respects. By participating in the Contest, each Participant consents to the use of his/her name and/or photograph for advertising and publicity purposes without additional compensation by Sponsors and/or the NBA Entities. No substitution, cash equivalent or transfer of prizes (except at the option of Sponsors for a prize of equal or greater value). Odds of selected Participants depend on the number of eligible entries received. All federal, state and local taxes, if any, are the sole responsibility of the of the prize winner(s). Contest Prize Winners will be required to complete and return to Sponsors a W-9 tax form prior to collection of prize(s).

8. This Tournament is void where prohibited and subject to all federal, state and local laws and any disputes shall be resolved in the courts of the State of New York, New York County. All entries become the property of Sponsors, who are not responsible for incomplete, late, stolen, lost, damaged or misdirected mailed entries, postage due, illegible or mutilated mail which prevents user's ability to participate in the Tournament or by any human error which may occur in the processing of the entries in this Tournament or for typographical or other errors in the printing of the offer, administration of the Tournament or in the announcement of the prizes. Sponsors reserve the right to cancel, suspend or modify the tournament, or any part thereof, at their sole discretion or if there is any suspected or actual evidence of electronic or non-electronic tampering, fraud or technical failure which may destroy the integrity of the Tournament as determined by the Sponsors, in their sole discretion 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, and/or solely from the mailed entries.

9. Winners agree that Sponsors, the NBA Entities, and each of their respective parents, subsidiaries, affiliates, directors, officers, employees and agents shall not be liable for, and winner shall hold such entities and individuals harmless against any and all liability,

damages or causes of action (however named or described), with respect to or arising out of (i) participation in the Contest; or (ii) the receipt or use of the prizes awarded in the Contest including, without limitation, injury, loss or damage of any kind resulting from participation in this promotion or from the acceptance or use of the prizes awarded. Void where prohibited or restricted by law. All federal, state and local laws apply. By entering, each entrant accepts and agrees to be bound by these Official Rules and the decisions of the Sponsors, which shall be final and binding in all respects.

10. Use of Data. Sponsors will be collecting personal data about entrants, including first and last name, street address, phone number, and email address. Information collected online on the New York Knicks website, shall be in accordance with the New York Knicks' online privacy policy, which can be found at www.nba.com/knicks. By participating in the Contest, entrants hereby agree to Sponsors' collection and usage of their personal information and acknowledge that they have read and accepted Sponsors' privacy policies.

11. For the names of winners or copy of these rules, send a self-addressed stamped envelope to: 2008-09 Knicks Poetry Slam, 2 Penn Plaza, New York, New York 10121 by March 31, 2009.

"Reason I Write" ESSAY COMPETITION OFFICIAL RULES

THE CONTEST BEGINS AT 10:00 A.M. (NOON) ON NOVEMBER 15, 2008 AND ENDS AT 11:59 P.M. MARCH 3, 2009 (THE "PERIOD"). Contest is open to legal residents of New York, New Jersey and Connecticut (together, the "Tri-State Area") who live within a 75-mile radius of Madison Square Garden, and are in their senior year of high school, in good standing, in an accredited high school in the Tri-State Area. VOID WHERE PROHIBITED BY LAW.

**CONTEST DATES AND LOCATIONS SUBJECT TO CHANGE.
VISIT WWW.KNICKSPOETRYSLAM.COM WEBSITE FOR UPDATES.**

1. **HOW TO ENTER: Limit one (1) entry per person, regardless of method of entry. Prospective entrants below the age of 18 must obtain the permission and/or signature of a parent or legal guardian in order to be eligible. Incomplete or altered registration forms will be considered void.**

(A) Entry via Internet: Register at www.knickspoetryslam.com from October 1 – November 15, 2008, and follow the instructions to complete the registration form.

ONLINE REGISTRATION IS ENCOURAGED.

Registration forms can also be obtained from October 1 – November 14, 2008 at Urban Word NYC, located at 242 West 27th St., Suite 3B, New York, NY 10001 [(212) 352-3495] during the hours of 9:00 A.M. to 7:00 P.M.. **Completed registration forms can be submitted in the following ways:**

(B) (1) In Person: On November 15, 2008 between 10:00 A.M. and 5:00 PM, the Knicks will be holding open auditions at Madison Square Garden Expo Center (enter through the MSG box office). **PROSPECTIVE ENTRANTS UNDER THE AGE OF 18 MUST HAVE THEIR FORMS SIGNED BY A PARENT OR LEGAL GUARDIAN.**

(B) (2) via Mail: Send a completed registration form (containing the participant's first and last name, date of birth, address, city, state, zip code, cellphone number and email address) to: New York Knicks, Attn: 2008-09 Knicks Poetry Slam, 2 Penn Plaza – 14th Floor, New York, New York 10121. Mail-in entries must be received no later than November 14,

2008. PROSPECTIVE ENTRANTS UNDER THE AGE OF 18 MUST HAVE THEIR FORMS SIGNED BY A PARENT OR LEGAL GUARDIAN.

Madison Square Garden, L.P, the New York Knicks, Urban Word NYC, WQHT FM ("Hot97" FM), WRKS FM ("98.7 Kiss" FM), the Hymowitz Children's Educational Fund, The Joan Goldstein Education Foundation (collectively, "Sponsors") are not responsible for late, stolen, lost or illegible entries or for typographical or other errors in the printing of this offer or administration of the Contest.

2. **ELIGIBILITY.** VOID WHERE PROHIBITED. The Contest is open to all legal residents of the Tri-State Area who are enrolled as HIGH SCHOOL SENIORS, in good standing in an accredited high school. (Good academic standing shall be as determined by Sponsors). High School freshman, sophomores and juniors are NOT eligible for this Contest. All Contest Participants will be required to sign a Release prior to participation in the Contest and any and all activities related thereto. Contest winners will be required to sign and return a notarized Affidavit of Eligibility and Waiver/Release ("Affidavit") within Forty-Eight (48) hours of receipt of such Affidavit in order to collect their prize. Employees, immediate family members, and those residing in the same household of those employed by Sponsors, Cablevision Systems Corporation, CSC Holdings, Inc., the NBA Entities, and their respective advertising and promotion agencies and their immediate family members and persons living in the same households of the above are ineligible to participate in this Contest. The term "immediate family member" shall mean spouses, parents, siblings, children, grandparents and grandchildren. This offer is void where prohibited and subject to all federal, state and local laws. Any disputes shall be resolved by the Sponsors in their sole discretion.

Previous winners of The Knicks Poetry Slam are not eligible to participate in either the Contest.

3. **SELECTION OF PARTICIPANTS.**

(A) Prospective Contest participants who meet the eligibility requirements as set forth in these Official Rules ("Participants"), subject to verification by Sponsors, will be entered into the Contest. Should Sponsors determine that no or too few eligible Contest registration forms have been received, Sponsors reserve the right to cancel the Contest.

(B) High School Seniors accepted into Mercy College and/or University of Wisconsin will be eligible to submit an essay by January 26, 2009 to officially enter the Contest. The top Five (5) Participants, as determined by Contest judges in their sole discretion, will advance to the Final Round of the Contest. Finalists will be contacted by phone or email to be present for an interview with the judging panel. If a potential Finalist is unreachable or does not make direct contact with Sponsors by February 15, 2009, or is unable to fulfill any entry requirements, their spot in the Contest will be forfeited in its entirety and an alternate Finalist will be selected from the remaining eligible entries.

4. **"Reason I Write" ESSAY COMPETITION FORMAT.**

To enter this Competition, you must be a high school senior who has applied to and been accepted by the University of Wisconsin or Mercy College (the "Qualified Entrants"). The deadline for application to the University of Wisconsin and Mercy College is December 15, 2008. Applicants will be notified by of their acceptance status by January 5, 2009.

Qualified Entrants will compose an essay of five-hundred (500) words or less describing the "Reason I Write". The deadline to submit an essay for the Competition is January 26, 2009. Competition judges will read the essays and select the top five (5) submissions (the "Competition Finalists").

Competition representatives will interview Competition Finalists in an effort to better appreciate their personal stories and to counsel them on how to best craft their essays. Interviews will be conducted between January 5, 2009 and March 3, 2009, at (a) location(s) to be determined. Check www.knickspoetryslam.com for more details. The Competition

Winners will be selected and presented with their award at the Knicks Poetry Slam Finals on March 3, 2008

Competition Winners will be honored on-court at half time during a NY Knicks game (TBD).

Essays will be judged in accordance with the following criteria: i) Writing (25%); ii) Originality (25%); iii) Sincerity (25%) and iv) Inspiration (25%).

Essay assessments will be strictly confidential and will not be shared with Competition participants or their parents or guardians. Scores will be determined by the Competition judges in their sole discretion.

In exchange for the chance to enter the Competition, prospective participants, entrants and winners grant to MSG the right to use verbiage from, and audio and/or audiovisual footage of, all essays delivered during the Competition in any and all media now in existence or hereafter devised in all territories throughout the world in perpetuity.

5. **PRIZES.**

Competition Prize: Two Competition Prizes will be awarded. One Competition Grand Prize Winner will receive a four (4)-year scholarship to the University of Wisconsin (Approximate Retail Value (ARV) \$80,000). One Competition Grand Prize Winner will receive a four (4)-year scholarship to the MERCY (Approximate Retail Value (ARV) \$60,000). Total ARV of Competition Prize \$140,000.

6. Each Participant accepts and agrees to be bound by these Official Rules and the decisions of the Sponsors, which shall be final and binding in all respects. By participating in the Contest, each Participant consents to the use of his/her name and/or photograph for advertising and publicity purposes without additional compensation by Sponsors and/or the NBA Entities. No substitution, cash equivalent or transfer of prizes (except at the option of Sponsors for a prize of equal or greater value). Odds of selected Participants depend on the number of eligible entries received. All federal, state and local taxes, if any, are the sole responsibility of the of the prize winner(s). Contest Prize Winners will be required to complete and return to Sponsors a W-9 tax form prior to collection of prize(s).

7. This Tournament is void where prohibited and subject to all federal, state and local laws and any disputes shall be resolved in the courts of the State of New York, New York County. All entries become the property of Sponsors, who are not responsible for incomplete, late, stolen, lost, damaged or misdirected mailed entries, postage due, illegible or mutilated mail which prevents user's ability to participate in the Tournament or by any human error which may occur in the processing of the entries in this Tournament or for typographical or other errors in the printing of the offer, administration of the Tournament or in the announcement of the prizes. Sponsors reserve the right to cancel, suspend or modify the tournament, or any part thereof, at their sole discretion or if there is any suspected or actual evidence of electronic or non-electronic tampering, fraud or technical failure which may destroy the integrity of the Tournament as determined by the Sponsors, in their sole discretion 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, and/or solely from the mailed entries.

8. Winners agree that Sponsors, the NBA Entities, and each of their respective parents, subsidiaries, affiliates, directors, officers, employees and agents shall not be liable for, and winner shall hold such entities and individuals harmless against any and all liability, damages or causes of action (however named or described), with respect to or arising out of (i) participation in the Contest; or (ii) the receipt or use of the prizes awarded in the Contest including, without limitation, injury, loss or damage of any kind resulting from participation in this promotion or from the acceptance or use of the prizes awarded. Void

where prohibited or restricted by law. All federal, state and local laws apply. By entering, each entrant accepts and agrees to be bound by these Official Rules and the decisions of the Sponsors, which shall be final and binding in all respects.

9. Use of Data. Sponsors will be collecting personal data about entrants, including first and last name, street address, phone number, and email address. Information collected online on the New York Knicks website, shall be in accordance with the New York Knicks' online privacy policy, which can be found at www.nba.com/knicks. By participating in the Contest, entrants hereby agree to Sponsors' collection and usage of their personal information and acknowledge that they have read and accepted Sponsors' privacy policies.

10. For the names of winners or copy of these rules, send a self-addressed stamped envelope to: 2008-09 Knicks Poetry Slam, 2 Penn Plaza, New York, New York 10121 by March 31, 2009.