

FROM: Allan Ripp, 212-721-7468 arippnyc@aol.com
Janet Zagorin 212-906-2000 jzagorin@sidley.com

Kenneth Munoz, former Madison Square Garden General Counsel and EVP of Business Affairs, Joins Sidley Austin Brown & Wood

Looking to build sports, media and entertainment law practice after 24 years at "world's most famous" arena

NEW YORK (May 29, 2002) – His name is engraved on the 1994 Stanley Cup, just as it was on Patrick Ewing's rookie NBA contract as a New York Knick in 1985. Now, **Kenneth W. Munoz** moves into private practice as a Senior Counsel with Sidley Austin Brown & Wood in New York, after 24 years in the executive and general counsel's offices at Madison Square Garden, L.P.

Mr. Munoz, 51, brings a wealth of transactional experience garnered at one of the best-known sports, media and entertainment companies in the world. Joining Madison Square Garden in 1978 as a staff attorney, he became General Counsel in 1986 and was named Executive Vice President for Business Affairs in 1990.

Over the past eight years, Mr. Munoz directed business development for MSG, including mergers & acquisitions, in addition to heading a legal department responsible for the company's substantial television and entertainment negotiations.

When he started with MSG it was an \$80 million gross revenue company encompassing primarily the New York Knicks and Rangers franchises, the MSG Network, as well as the "world-famous" Garden arena. Today, MSG has revenues approaching \$1 billion, a good portion of that derived from brand-building transactions and corporate moves that Mr. Munoz helped pull together, including the company's 1997 acquisition of Radio City Productions.

In 1988, Mr. Munoz led negotiations that resulted in MSG's unprecedented contract to telecast New York Yankees games through 2000, a deal valued at the time at more than \$500 million and one that reaped enormous revenues for the fledgling MSG Network. In recent years, he helped establish the New York Liberty, the company's WNBA team, and expanded MSG entertainment programming businesses.

At Sidley Austin Brown & Wood, Mr. Munoz will work on general corporate matters, and play a major role in building a sports, media and entertainment practice. The firm represents several large media companies as well as clients with ties to professional sports and entertainment franchises, connections that should be substantially leveraged with Mr. Munoz.

"Ken Munoz is a major league corporate lawyer in every sense of the term. Given the size and range of transactions he directed for Madison Square Garden over the years, his skill in sports and entertainment financing and acquisitions may be unique," said **George Petrow**, himself a corporate partner and a member of the firm's management committee.

"We know from our experience working with Ken that he will be a magnet for new engagements in the sports, media and entertainment world," Mr. Petrow added. Pat Riley, Patrick Ewing, Jeff Van Gundy, Wayne Gretzky, Eric Lindros, and Rangers Coach Mike Keenan are a few of the prominent New York sports figures Mr. Munoz worked with over the years.

Mr. Munoz also negotiated deals for marquee entertainment talent during his tenure, including Billy Joel, Barbra Streisand, and Michael Jackson.

"Everyone remembers the headliners and the sports teams, but personally the greatest satisfaction came in working out the transactions that created a platform for TV programming and a full-scale entertainment business," Mr. Munoz said. With the purchase of Radio City Productions in 1997, MSG not only gained the renowned Rockettes but a show business portfolio that includes Broadway productions and the annual Radio City Christmas Spectacular. Mr. Munoz served on the Board of Governors of both the National Basketball Association and the National Hockey League.

"I had a great run and I am grateful for my 24 years at MSG, said Mr. Munoz. "Moving to Sidley provides me the opportunity to use my legal and business experience to develop a broad based practice for numerous clients, while continuing to represent MSG as outside counsel. Having long worked with Sidley attorneys, I know I have found the right home."

Nor will anyone ever take his name back from the Stanley Cup: Mr. Munoz was added to the coveted NHL trophy for contributions he made to building the New York Rangers's 1994 championship season. "Deal books and paperweight tombstones are nice, but not too many lawyers get to see their work memorialized that way," he said.

Mr. Munoz, a lifelong New Yorker, graduated from the State University of New York at New Paltz in 1972; he received his J.D. from New York University in 1975. Prior to joining MSG he spent three years as an associate at Fulbright & Jaworski.

Mr. Munoz lives in Douglaston, Queens with his wife Maryann and three children.

Note: Sidley Austin Brown & Wood LLP (www.sidley.com) is one of the world's largest full-service law firms. With more than 1,450 lawyers practicing on three continents (North America, Europe, Asia), the firm provides a broad range of integrated legal services to meet the needs of both large and small businesses as well as governments, institutions, associations, foundations, professional firms and individuals.

#

The Daily Deal

Friday, May 31, 2002

Movers & Shakers

"How many lawyers get their names engraved on the Stanley Cup hockey trophy?" crows **Sidley Austin Brown & Wood** of its new hire, and we confess we hadn't heard of any before the law firm poached **Kenneth Munoz**, 51, head of business affairs and general counsel at Madison Square Garden.

Munoz started working for the Garden in 1978 (just about the time when many of today's sports superstars were teething) and has been involved in hiring, firing, signing and litigating every major sports figure to pass through the Garden over the past two-plus decades. He will join the firm to build a sports and entertainment law practice.

So, how do you get your name on the Stanley Cup without losing any teeth? Munoz earned his engraving for negotiating many of the contracts that resulted in the New York Rangers' 1994 championship season.

www.sidley.com