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## **LIVE NATION ACQUIRES LEADING PROMOTER IN DUBAI, EXPANDING PRESENCE IN GROWING TOUR DESTINATION FOR WORLD CLASS ARTISTS**

LONDON February 15, 2007 Live Nation (NYSE: LYV), the world's largest live music company, announced today that it has entered into a definitive agreement to acquire a 65% controlling stake in Mirage Promotions, a leading promoter based in Dubai. Mirage annually stages a wide range of concerts, shows and events in Dubai and other cities in the region, including such international acts as Pink, Aerosmith and Shakira. Mirage also secures acts for corporate clients in the region, with recent bookings including Diana Ross, Bryan Adams, Kenny Rogers, Sarah Connor and the Gypsy Kings. The company is also promoting a sold-out Santana show at Festival City in Dubai today (February 15<sup>th</sup>).

The company, which will continue to be led by Elissa Murtaza, will re-brand to Live Nation within the next 30 days.

Alan Ridgeway, Live Nation Chief Executive Officer of International Music, commented: "The launch of our Dubai office is another milestone in our organisation's expansion into international territories. Dubai and Abu Dhabi have been growing rapidly over the last few years -- Dubai's population alone is expected to reach 1.6 Million by 2010, with tourism to expand to 15 Million by 2010 -- There is now a significant demand for live entertainment in the region and the world's top artists are more and more interested in playing there. We look forward to an exciting future."

Elissa Murtaza, Managing Director, Mirage Promotions, said: "Whilst our current focus is to be on the burgeoning UAE (Abu Dhabi and Dubai), our position in the Middle East provides us with the opportunity to expand our operations. Our new partnership with Live Nation will help us accelerate our growth by providing us better access to talent and resources."

### **ABOUT LIVE NATION:**

Live Nation is the future of the music business. With the most live concerts, music venues and festivals in the world and the most comprehensive concert search engine on the web, Live Nation is revolutionizing the music industry: onstage and online. Headquartered in Los Angeles, California, Live Nation is listed on the New York Stock Exchange, trading under the symbol "LYV." Additional information about the company can be found at [www.livenation.com](http://www.livenation.com) under the "About Us" section.