

**LIVE NATION CONTACT:**

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**LIVE NATION TEAMS WITH FOUNDERS OF VAN'S WARPED TOUR AND  
ROCKSTAR TASTE OF CHAOS TOUR TO STAGE NEW  
ROCKSTAR ENERGY MAYHEM FESTIVAL  
IN LIVE NATION AMPHITHEATERS THIS SUMMER**

LOS ANGELES, CA January 30, 2008 Live Nation, the world's largest live music company, announced today that it has partnered with the creators of the hugely successful Van's Warped Tour and Rockstar Taste of Chaos tour to create The Rockstar Energy Mayhem Festival. The new hard music festival is set to play in 30 Live Nation amphitheaters across North America this summer. The lineup is expected to be announced by the festival promoters in the coming days. Rockstar Energy Drink will be the festival's title sponsor.

The Rockstar Energy Mayhem Festival unites Live Nation, the world's largest festival producer, with the creative team of Kevin Lyman, John Reese and Creative Artist Agency's Darryl Eaton who together have founded numerous music festivals including the hugely successful Van's Warped Tour which is entering its 14<sup>th</sup> year and is commonly viewed as the model of success in traveling music festivals. The trio has also collaborated to create the worldwide lifestyle/music tour, the Rockstar Taste of Chaos which is entering its 4<sup>th</sup> year and makes more than 80 stops annually in over 22 countries around the world.

"Kevin, Darryl and John have proven themselves as the premiere producers of efficiently managed, affordable festivals," said Live Nation Chief Executive Officer of North American Music, Jason Garner. "Their tours help bands develop new audiences while providing great value to music fans. It has been exciting to sit in a room together with them with no rules and a blank sheet of paper and create a new festival brand together."

Mr. Lyman commented: "Live Nation understands how important it is for us to engage the music fan and provide them with a fantastic entertainment experience at our shows. It was also very important to us to create an atmosphere that allows career advancement for new artists, and this partnership ensures artist development opportunities for a multitude of new artists for a reasonable price for fans."

Mr. Reese commented: "We have worked with Live Nation for years and we feel that they are the very best fit for us in executing a music festival that will be around for years to come."

Mr. Eaton commented: "Live Nation has been instrumental in putting together a strategy that will allow us to incorporate all of the elements that make a festival tour successful. Everyone at the company has been very creative, accommodating and forward thinking in their approach to working with us on the Vans Warped Tour in the past and we are excited about continuing on in that spirit with this project."

**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.