



**LIVE NATION AND ANHEUSER-BUSCH RENEW SPONSORSHIP AGREEMENT**  
***Bud Light to serve as exclusive malt beverage sponsor at select concert venues***

Los Angeles, Calif. (May 6, 2009) - Live Nation (NYSE: LYV), the world's largest live music company, today announced that Anheuser-Busch Companies, Inc. has signed a three-year sponsorship agreement that will extend a relationship that has been in place since 2000.

Under the terms of the renewal, Bud Light will be the exclusive malt beverage sponsor at select Live Nation amphitheaters across the U.S. Anheuser-Busch will also use the Live Nation events as a platform for two of its signature summer promotions -- Budweiser's "Ticket to Summer," which provides adult consumers with a chance to win tickets to marquee live music shows, and Bud Light Port Paradise, the brand's largest summer promotion.

"A national sponsor at Live Nation venues for the past nine years, we are pleased to continue our relationship with Anheuser-Busch," said Russell Wallach, president of North American alliances at Live Nation. "Our venue and digital platforms are the perfect vehicles to connect the Budweiser and Bud Light brands with adult music fans across the country."

"Many of our adult consumers are live music enthusiasts, making Live Nation's events a perfect fit for our Budweiser and Bud Light brands," said Tim Schoen, vice president, sports and entertainment marketing, Anheuser-Busch Companies, Inc. "Summer is a key selling season and our presence at these music venues will help us kick off our popular summertime promotions and generate excitement for our brands among adult beer drinkers."

**ABOUT LIVE NATION**

Live Nation's mission is to maximize the live concert experience. Our core business is producing, marketing and selling live concerts for artists via our global concert pipe. Live Nation is the largest producer of live concerts in the world, annually producing over 22,000 concerts for 1,600 artists in 33 countries. During 2008, the company sold over 50 million concert tickets and drove over 70 million unique visitors to LiveNation.com. Live Nation is transforming the concert business by expanding its concert platform into ticketing and building the industry's first artist-to-fan vertically integrated concert platform. The company is headquartered in Los Angeles, California and is listed on the New York Stock Exchange, trading under the symbol LYV. For additional information about the company, please visit [www.livenation.com/investors](http://www.livenation.com/investors).

**ABOUT ANHEUSER-BUSCH**

Based in St. Louis, Anheuser-Busch is the leading American brewer, holding a 49.2 percent share of U.S. beer sales. The company brews the world's largest-selling beers, Budweiser and Bud Light. Anheuser-Busch also owns a 50 percent share in Grupo Modelo, Mexico's leading brewer. Anheuser-Busch ranked No. 1 among beverage companies in FORTUNE Magazine's Most Admired Global Companies list in 2009. Anheuser-Busch is one of the largest theme park operators in the United States, is a major manufacturer of aluminum cans and one of the world's largest recyclers of aluminum cans. The company is a wholly-owned subsidiary of Anheuser-Busch InBev, the leading global brewer, and continues to operate under the Anheuser-Busch name and logo. For more information, visit [www.anheuser-busch.com](http://www.anheuser-busch.com).

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**CONTACT:**

John Vlautin

310-867-7127

[johnvlautin@livenation.com](mailto:johnvlautin@livenation.com) or

Jennifer Gery-Egan

212-986-6667

[gery@braincomm.com](mailto:gery@braincomm.com)