



U2 360° CONFIRMS 2010 NORTH AMERICAN TOUR DATES

"If stadium rock is the final frontier, U2 has boldly gone where no rock band has gone before."

The Globe & Mail, Toronto.

LOS ANGELES, CA -- October 25, 2009 -- When it wraps up this week, the **U2 360°** Tour will have played to over 3 million fans in just 44 cities. With record shattering sales including the largest attendance at the Rose Bowl this evening as well as setting the all time record at New York's Giant Stadium where the audience surpassed that of the Pope - the largest rock and roll touring production ever has just confirmed the return to North America beginning June 6th at Anaheim's Angel Stadium. The tour is once again produced by Live Nation Global Touring and sponsored by BlackBerry®.

Having performed in a limited number of North American cities in 2009, U2 360° is set to touch down in a new set of stadiums next summer including stops in Anaheim; Denver; Oakland; Seattle; Edmonton; East Lansing; Miami; Philadelphia and Montreal. Due to overwhelming demand, U2 360° will also return for one night only in Toronto and Chicago before finishing the North American leg in New York at the New Meadowlands Stadium.

With sell-outs already reported for the 2010 European tour including Denmark (2 shows sold out); Brussels (2 shows sold out); Helsinki (2 shows sold out) and Coimbra (2 shows sold out); and Paris where over 90,000 tickets were sold for a third show at that venue, U2 2010 will offer fans who missed out a new opportunity to experience the U2 stadium spectacle.

With a cylindrical video system of interlocking LED panels, and a steel structure rising 150 feet from the floor over a massive stage with rotating bridges, the band has truly created an intimate 360° experience for concert goers. In keeping with the concept that this tour is more about a unique staging configuration with excellent sight-lines, tickets for the U2 360° 2010 tour will once again be scaled so that 85 percent of the tickets are priced at less than \$95.00, general admission floor tickets at \$55.00 and at least 10,000 tickets per venue priced at \$30.00.

Tickets for the U2 360° Tour performances in Oakland, Edmonton, and Toronto will go on sale Monday November 2. Additional North American on sales will take place over the

following few weeks in November. Full details of all dates and on-sale information as well as multiple imagery and video of the unique production and seating positions can be found at www.U2.com.

As always, subscribers to U2's official website u2.com will have an opportunity to purchase tickets in advance of the public on sale date. Existing members who renew their memberships as well as new subscribers will be eligible to receive a Limited Edition U2 remix CD as well the chance to participate in the pre-sale for the 2010 shows. Complete details at: www.u2.com.

U2 360° TOUR 2010

Presented by BlackBerry

NORTH AMERICAN ITINERARY

6-June	Anaheim, CA	Angel Stadium	On sale soon
12-June	Denver, CO	Invesco Field	On sale Nov. 6
16-June	Oakland, CA	Oakland-Alameda County Coliseum	On sale Nov. 2
20-June	Seattle, WA	Qwest Field	On sale soon
23-June	Edmonton, AB	Commonwealth Stadium	On sale Nov. 2
30-June	East Lansing, MI	Spartan Stadium	On sale soon
03-July	Toronto, ON	Rogers Centre	On sale Nov. 2
06-July	Chicago, IL	Solider Field	On sale soon
09-July	Miami, FL	Land Shark Stadium	On sale soon
12-July	Philadelphia	Lincoln Financial Field	On sale soon
16-July	Montreal, QC	Venue to be announced	On sale soon
19-July	New York	New Meadowlands Stadium	On sale soon

EUROPEAN TOUR ITINERARY

10-August	Frankfurt, Germany	Commerzbank-Arena	On sale now
12-August	Hannover, Germany	AWD Arena	On sale now
15-August	Horsens, Denmark	Casa Arena	SOLD OUT
16-August	Horsens, Denmark	Casa Arena	SOLD OUT
20-August	Helsinki, Finland	Olympiastadion	SOLD OUT
21-August	Helsinki, Finland	Olympiastadion	SOLD OUT
25-August	Moscow, Russia	Luzhniki	On sale soon
30-August	Vienna, Austria	Ernst Happel Stadium	SOLD OUT
03-September	Athens, Greece	Olympic Stadium	On sale Nov. 2
06-September	Istanbul, Turkey	Ataturk Olympic Stadium	On sale Nov. 2
15-September	Munich, Germany	Olympiastadion	On sale now
18-September	Paris, France	Stade de France	SOLD OUT
22-September	Brussels, Belgium	Stade Roi Baudouin	SOLD OUT
23-September	Brussels, Belgium	Stade Roi Baudouin	SOLD OUT
29-September	Seville, Spain	Estadio Olimpico De La Cartuja	On sale now
02-October	Coimbra, Portugal	Estadio Cidade Coimbra	SOLD OUT
03-October	Coimbra Portugal	Estadio Cidade Coimbra	SOLD OUT

Additional dates and cities to be confirmed. Itinerary subject to change.

For complete tour and ticket information, fan club memberships, merchandise and more,

visit:www.U2.com

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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.

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