



**PLAY@LIVENATION'S NATIONAL TWITTER SCAVENGER HUNT WEDNESDAY,
OCTOBER 7th FOR DOUBLE THE FUN 9:00AM – 5:00PM PT**

**Grand Prize Winners Receive Double VIP Club & Theater Tickets & Experiences in Celebration of
Live Nation's 24 Hour, 2 for 1 Ticket Deal on October 7th at Livenation.Com**

LOS ANGELES, CA October 6, 2009 – Why work when you can play along with @LiveNation and join the hunt for VIP experiences and concert tickets? Log in and follow @LiveNation on Wednesday, October 7th from 9:00 AM PST through 5:00 PM PST as Live Nation launches its second national Twitter Scavenger Hunt. The entirely online Scavenger Hunt gives millions of music fans the opportunity to win tickets and VIP passes to see some of the best music in Live Nation clubs across the country. Participating artists range from Trey Songz, Peter Bjorn & John, O.A.R., Pitbull and Mario to The Bravery, The Used, Dethklok, Moby, Sean Kingston, Honor Society and many others.

To participate in Live Nation's Twitter Scavenger Hunt fans simply have to answer questions that will be "tweeted" from Live Nation Twitter accounts. Questions will be "tweeted" and staggered throughout the day. The answer to each question will help fans answer the next one. In order to win, fans must be Live Nation Twitter followers, go to LiveNation.com to find the answers, and email the final answer to livenationcontest@attentionusa.com. The first question will be from @Roc4Life and the rest will be from @LiveNation.

Please see www.LiveNation.com/ScavengerHunt for details.

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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