

## PLAY@LIVENATION'S NATIONAL TWITTER SCAVENGER HUNT WEDNESDAY, AUGUST 19<sup>TH</sup>

### ***Grand Prize Winners Receive Season-Long Lawn Passes All Participants Who Complete The Contest Receive a "Friends & Family" Concert Ticket Discount Code***

Los Angeles, CA August 17, 2009 – This coming Wednesday, Live Nation will tap into the power of millions of twittering music fans across the country as the company launches its first-ever Live Nation Twitter Scavenger Hunt. Beginning at 9:00 a.m. PDT on August 19<sup>th</sup>, the day-long contest gives music fans the opportunity to follow clues that will be "tweeted" from Live Nation Twitter accounts to find a special #LNScavHunt icon. The icons will be hidden in pre-selected websites and in physical locations within the 30 participating cities in North America.\* Each found icon gets the fan one step closer to the grand prize: A Season-Long Lawn Pass good for every show next summer in the Live Nation amphitheater in their city.

In addition to being automatically entered into the grand prize Lawn Season Pass drawing in their city, every fan who completes the Scavenger Hunt will also receive a "Friends & Family" code to purchase a \$10 lawn ticket to select concerts this summer. Fans must be followers of their local and national Live Nation Twitter accounts in order to participate.

To participate in Live Nation's Twitter Scavenger Hunt simply follow the clues that will be "tweeted" from Live Nation Twitter accounts to find the Live Nation Twitter Scavenger Hunt icon. Clues will be "tweeted" and staggered throughout the day for each location. In order to win, fans must be Live Nation Twitter followers and tweet a picture or screenshot of the Live Nation Twitter Scavenger Hunt icon to @LiveNation and your local Live Nation account. The first two clues will come from the national account @LiveNation, and the final clue will come from your local Live Nation account.

Please see [www.LiveNation.com/ScavengerHunt](http://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](http://www.livenation.com/investors).

\*If winner is a resident of Ohio, Michigan or Nevada, winner will receive one (1) pass to a local venue from September 1, 2009 – December 31, 2009

#### **Contact:**

Debra Duffy  
Dan Klores Communications  
212-981-5219  
[debra\\_duffy@dkcnews.com](mailto:debra_duffy@dkcnews.com)

Liz Morentin  
Live Nation  
310-975-6860  
[lizmorentin@livenation.com](mailto:lizmorentin@livenation.com)