



**MADONNA 'TAKES A BOW' AS FINAL SHOW OF RECORD-SMASHING
'STICKY & SWEET' TOUR ENDS IN ISRAEL**

**'STICKY & SWEET' TOUR BECOMES MOST SUCCESSFUL TOUR
BY A SOLO ARTIST IN HISTORY**

LOS ANGELES – September 2, 2009 – Madonna's "Sticky & Sweet" Tour made history as it wrapped up last night with two final shows in Tel Aviv, Israel at Yehoshua Gardens (HaYarkon Park, September 1 and 2). The Material Girl more than lives up to her name, as her tour becomes the most successful tour ever by a solo artist. After playing 85 shows since its launch in August 2008, Madonna's "Sticky & Sweet" has drawn more than 3.5 million fans in 32 countries and has grossed \$408 million, it was announced today by Live Nation, the tour's global producer. "Sticky & Sweet" is also the second highest grossing tour of all time.

Madonna set an attendance record for the biggest crowds in history in Zurich, Switzerland, where she drew the largest audience ever assembled for a show in that country (72,000). Her Gothenburg, Sweden show, seen by 119,000 fans, broke the record for highest grossing multiple shows in the country's history. In Helsinki, Finland, "Sticky & Sweet" sold more than 85,000 tickets, making it the biggest single show by an artist in history for all of Scandinavia. Other highlights on the tour included stops in Buenos Aires, Argentina (256,000), Santiago, Chile (146,000), Sao Paulo, Brazil (203,000), Tallinn, Estonia (72,000), Warsaw, Poland (79,000), Bucharest, Romania (69,000), and Sofia, Bulgaria (54,000).

"With 'Sticky & Sweet' Madonna has proven yet again that there is virtually no limit to what she can accomplish both creatively and commercially," said Arthur Fogel, Live Nation's Chairman of Global Music and CEO of Global Touring.

"Sticky & Sweet" broke Madonna's previous record of most successful tour by a solo artist with her 2006 Confessions Tour, which grossed \$194 million.

Madonna's upcoming CD, "CELEBRATION" – the definitive Madonna collection – is scheduled to be released at the end of September.

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.

Madonna Press Contact:

Liz Rosenberg

Warner Bros. Records

liz.rosenberg@wbr.com

212-707-3256

Live Nation Press Contact:

John Vlautin

johnvlautin@livenation.com

310-867-7127