



## **U2 360° TOUR 2010, European Opening Weekend Performances Sell-Out!**

Horsens, Denmark; Vienna, Austria & Helsinki, Finland – SOLD OUT  
2<sup>nd</sup> show added in Horsens – SOLD OUT

Tickets on sale this week in Seville, Frankfurt, Hannover & Munich

Monday, October 5, 2009 – For Immediate Release

Following the massive success of their current tour, U2's 360° Tour continues its spectacular run with sales over the weekend surpassing 180,000 tickets sold in just 3 cities.

Tickets in Horsens, Denmark sold so quickly that a second and final performance (August 16<sup>th</sup>) was added and was an immediate sell out. The Austrian performance in Vienna at Ernst Happel Stadium sold out Saturday and the U2 date in Helsinki, Finland was another immediate sell-out this morning.

Tickets for the U2 360° show at Seville's Estadio Olimpico De La Cartuja go on sale this Thursday with the concerts in Frankfurt, Hannover and Munich on-sale this Saturday. Performances have also been announced in Moscow, Athens, Istanbul, Paris and Coimbra with additional cities, dates and venues to be announced.

For the current and forthcoming tour, a unique staging configuration with excellent sight lines provides an intimate audience experience at a price affordable to all fans. With its cylindrical video system, massive stage, rotating bridges and of course, the U2 passion – the experience becomes an amazing event.

Full details of all dates and on-sale information as well as multiple imagery and video of the staging configuration can be found at [www.u2.com](http://www.u2.com)

The U2 360° Tour is produced by Live Nation Global Touring and sponsored by BlackBerry

[www.U2.com](http://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](http://www.livenation.com/investors).