

LIVE NATION ANNOUNCES ULTIMATE ACCESS TRIPLE-PLAY WEDNESDAY!!!

- **EVERY FAN CAN WIN AN “ULTIMATE ACCESS PASS” GOOD FOR ALL-SHOW ACCESS TO A LIVE NATION CLUB**
- **AND FANS CAN MEET-AND-GREET BANDS ACROSS THE COUNTRY THIS WEDNESDAY ONLY**
- **AS LIVE NATION DROPS THE SERVICE FEE ON HUNDREDS OF THOUSANDS OF TICKETS ONLY THIS WEDNESDAY, OCTOBER 28TH**

THIS WEDNESDAY FANS BUY NO SERVICE FEE TICKETS AND MEET ANVIL, BETWEEN THE BURIED AND ME, DETHKLOK and MASTODON, FIVE FINGER DEATH PUNCH, HELLOGOODBYE, HOLLYWOOD UNDEAD with ATREYU and ESCAPE THE FATE, LMFAO with SHWAYZE, TAKING BACK SUNDAY, TESLA AND THE USED AT LIVE NATION CLUBS ACROSS THE COUNTRY



LOS ANGELES, CA - October 26, 2009 – This Wednesday Live Nation gives fans ultimate access to some of their favorite bands when for one day only every single fan who buys a ticket to a Live Nation club show is automatically entered to win an Ultimate Access Pass to the venue for which they bought their ticket. The Ultimate Access Pass is Live Nation's golden ticket, good for admission to every single show in 2010 to an individual Live Nation venue. Every Live Nation club venue will have an Ultimate Access winner, with the names of winners posted on LiveNation.com Thursday morning at 12 Noon Eastern time. On Ultimate Access Wednesday every single ticket will be available at reduced cost as Live Nation drops the service fee on hundreds of thousands of tickets in its club venues across the country for one day only.

In addition to offering the concert goers the chance to win the Ultimate Access Pass, Live Nation is bringing music fans and their favorite bands closer together by hosting fan-and-band meet and greets at venues across the country. Bands including Anvil, Between The Buried And Me, Dethklok and Mastodon, Hellogoodbye, Hollywood Undead with Atreyu and Escape The Fate, LMFAO with Shwayze, Taking Back Sunday, Tesla and The Used will spend the afternoon meeting fans, taking pictures and answering questions. The box offices at Live Nation clubs will

be open on Wednesday afternoon, selling no service fee tickets to all scheduled events. All fans purchasing tickets at the box office on Wednesday will also be entered to win the Ultimate Access Pass for that club.

It all happens Wednesday, October 28th as Live Nation drops the service fee on hundreds of thousands of tickets in its club venues across the country. In addition to the onsite meet and greets, the No Service Fee offer will also be available at www.LiveNation.com for 24 hours beginning at 12:01 a.m. local time on Wednesday, October 28th on participating shows.

"I just want to say that Hollywood Undead is totally stoked to have this chance to give back to all of our fans across the Nation on this tour," said Hollywood Undead's Charlie Scene. "It's really cool to see everybody working together for the greater good of music and live shows."

"This week we're bringing fans 3 amazing opportunities," said Michael Rapino, President and Chief Executive Officer of Live Nation. "The first is the opportunity for fans to connect directly with the bands they love in our venues, as the bands themselves help sell no service fee tickets. Second, is the chance to win 'Ultimate Access Pass,' to every one of our clubs. And third, is the chance to pick up no service fee tickets to see their favorite bands on hundreds of thousands of club tickets on LiveNation.com. This Wednesday is all about Live Nation and the bands we work with saying 'thanks' to the fans for their support and their love of live music."

The following acts will be meeting fans this week:

ARTIST:	VENUE:	TIME:
Anvil	Hard Rock Café, Toronto	5 – 7 PM
Between The Buried And Me	The Fillmore Charlotte	5:30 – 6:30 PM
Dethklok & Mastodon	House of Blues Boston	6:30 – 7 PM
Five Finger Death Punch	The Fillmore Denver	6 – 7 PM
Hellogoodbye	Atlanta Tabernacle	5 – 6 PM
Hollywood Undead w/ Atreyu & Escape the Fate	The Gramercy Theater, New York	4 – 6 PM
LMFAO w/ Shwayze	The Hollywood Palladium	6 – 8 PM
Taking Back Sunday	House of Blues Chicago	5 – 5:30 PM
Tesla	Murat Egyptian Room, Indianapolis	5 – 7 PM
The Used	TLA Philadelphia	5 – 6 PM

Lawn, general admission or reserved tickets subject to available at participating venues and select shows. Parking and shipping fees may apply. Cannot be combined with any other offer or discounts.

Ultimate Access Pass good at one of participating venues only. Not available in Canada. No purchase necessary. For complete details and official rules go to livenation.com.

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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