

## **THE LEGENDARY BUDWEISER SUPERFEST RETURNS WITH 2010 TOUR FEATURING THE BEST IN TODAY'S R&B**

**Tour features Anthony Hamilton, Kem, Jaheim, Raheem DeVaughn, Abraham McDonald, Hal Linton and more**

LOS ANGELES, CA (July 12, 2010) – Budweiser, Live Nation and Haymon Events announced today the return of Budweiser Superfest, one of the most celebrated Soul and R&B concert series of all-time. The revived Budweiser Superfest kicks off August 5<sup>th</sup> for an 18-city tour.

During its more than two decade run – 1979 through 1999 – the Budweiser Superfest featured some of the brightest stars, including headliners such as Michael Jackson, Stevie Wonder, Aretha Franklin, TLC, Parliament, Luther Vandross and many other musical legends.

The 2010 tour will feature an all-star lineup of today's R&B favorites including Anthony Hamilton, Kem, Jaheim, Raheem DeVaughn, Abraham McDonald and Hal Linton, with more to be announced.

"Thousands of music fans have fond memories of Superfest and this revival combines the best of the series' highlights with many of today's hottest, up-and-coming artists," said Bryan Hammonds, Multicultural Brand Manager for Anheuser-Busch.

"The return of the historic Budweiser Superfest concert series builds on our existing relationship with Budweiser and Anheuser-Busch," said Russell Wallach, President, Live Nation Network. "Budweiser Superfest has created a unique place in music history as one of the must-see annual urban concert series of the eighties and nineties by featuring the best in R&B music year after year. We expect to carry on that legacy with a stellar line up of artists already confirmed for the 2010 return."

Budweiser Superfest will travel through a mix of amphitheaters and arenas starting with Cleveland's Time Warner Cable Amphitheater at Tower City and continuing through the September 5<sup>th</sup> concert at Dallas' Superpages.com Center. Tickets for shows in Charlotte, New Orleans and Memphis go on sale on July 17<sup>th</sup>. Tickets for all other markets are available now at [LiveNation.com](http://LiveNation.com).

Along with the Budweiser Superfest revival, Budweiser is searching for local talent (21+) in select Superfest cities to compete in its "Battle for the Crown" promotion. Winners of each "Battle for the Crown" competition will earn a chance to be the opening act for the local concert, show tickets, cash and other prizes in select markets. Competitions will take place in the weeks prior to each concert. Go to [www.battleforthecrown.com](http://www.battleforthecrown.com) to enter.

At the conclusion of the Superfest tour, consumers can go to [www.battleforthecrown.com](http://www.battleforthecrown.com) to view performances by the local winners to vote for their favorite. The 2010 "Battle for the Crown" grand prize winner will receive \$25,000.

Superfest is sponsored by Budweiser with associate sponsor the Black Broadcasting Network and produced by Live Nation and Haymon Events.

For complete ticket and tour information, visit [www.LiveNation.com](http://www.LiveNation.com).

### **BUDWEISER SUPERFEST TOUR DATES**

| Date   | Location         | Venue                                        |
|--------|------------------|----------------------------------------------|
| 5-Aug  | Cleveland        | Time Warner Cable Amphitheater at Tower City |
| 6-Aug  | Washington, D.C. | Jiffy Lube Live                              |
| 7-Aug  | New York         | Nikon at Jones Beach Theater                 |
| 8-Aug  | Virginia Beach   | Virginia Beach Amphitheater                  |
| 13-Aug | Oakland          | Sleep Train Pavilion                         |
| 14-Aug | Los Angeles      | Gibson Amphitheatre                          |
| 19-Aug | Miami            | American Airlines Arena                      |
| 20-Aug | Atlanta          | Chastain Park Amphitheatre                   |
| 21-Aug | Greensboro       | Greensboro Coliseum Complex                  |
| 22-Aug | Memphis          | Desoto Center                                |
| 26-Aug | St. Louis        | Verizon Wireless Amphitheatre St. Louis      |
| 27-Aug | Chicago          | Charter One Pavilion at Northerly Island     |
| 28-Aug | Detroit          | Fox Theatre                                  |
| 29-Aug | Philadelphia     | Susquehanna Bank Center                      |
| 2-Sep  | Charlotte        | Road Runner Mobile Amphitheatre              |
| 3-Sep  | New Orleans      | New Orleans Arena                            |
| 4-Sep  | Houston          | Toyota Center                                |
| 5-Sep  | Dallas           | Superpages.com Center                        |

#### **About Anheuser-Busch**

Based in St. Louis, Anheuser Busch is the leading American brewer, holding a 48.9 percent share of U.S. beer sales to retailers. The company brews the world's largest-selling beers, Budweiser and Bud Light. Anheuser Busch also owns a 50 percent share in Grupo Modelo, Mexico's leading brewer. Anheuser Busch is a major manufacturer of aluminum cans and has been a leading aluminum recycler for more than 30 years. The company is a wholly-owned subsidiary of Anheuser-Busch InBev, the leading global brewer, and continues to operate under the Anheuser-Busch name and logo. For more information, visit [www.anheuser-busch.com](http://www.anheuser-busch.com).

#### **About Live Nation Entertainment**

Live Nation Entertainment (NYSE-LYV) is the largest live entertainment company in the world, consisting of five businesses: concert promotion and venue operations, sponsorship, ticketing solutions, e-commerce and artist management. Live Nation seeks to innovate and enhance the live entertainment experience for artists and fans: before, during and after the show. In 2009, Live Nation sold 140 million tickets, promoted 21,000 concerts, partnered with 850 sponsors and averaged 25 million unique monthly users of its e-commerce sites. For additional information, visit [www.livenation.com/investors](http://www.livenation.com/investors).

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