

FOR IMMEDIATE RELEASE

LIVE NATION LAUNCHES CONCERT BUSINESS IN AUSTRALIA
WORLD'S 7TH LARGEST MUSIC MARKET

LONDON/LOS ANGELES - APRIL, 2010 - Live Nation, the world's premiere live entertainment company, today announced the launch of its concert promotion business in Australia, the 7th largest music market.

Luke Hede, currently the Vice President of International Booking for Live Nation Asia, based in Hong Kong, has been named Vice President of Promotions – Pacific Rim.

In addition, Live Nation has appointed Roger Field, formerly of Michael Coppel Presents, as Vice President of Promotions – Australia and New Zealand. Roger and Luke will work with Live Nation's Global and International Touring teams to bring Live Nation tours to Australia, New Zealand and the rest of the Pacific Rim, as well as booking local dates across the region.

Alan Ridgeway, CEO of Live Nation International, commented, "Over the last decade, Live Nation has been involved with some of the most successful tours throughout Australia and New Zealand, including: U2, The Rolling Stones, David Bowie, Prince, Nickelback, The Police, and many others. We now feel that the time is right to establish our own presence and further monetize our global tours in this particularly strong and growing live music market. After working closely with two of Australia's most highly regarded promoters in Paul Dainty and Michael Coppel respectively, both Luke and Roger have vast experience and knowledge in the local market and we are thrilled to have them leading our Australian launch."

Live Nation's presence in the Pacific Rim already includes offices in Hong Kong, Singapore and Shanghai. Luke Hede will continue to book international concerts for these offices with Mr. Hung Tik, based in Hong Kong, remaining Senior Vice President responsible for booking local artists. Live Nation also has a joint venture in Beijing with Gehua Group, which is run by Mr. Wei Ming, who has recently been appointed General Manager of the joint venture which promotes international and local artist shows booked by Luke, Hung Tik and Wei Ming.

Live Nation Australia will be based in Melbourne and it is expected that further staffing announcements will follow shortly. Live Nation already has an existing presence in Australia and New Zealand through Ticketmaster, which has been operating successfully in these markets for more than 20 years.

About Live Nation

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.

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