

LIVE NATION LAUNCHES OPERATIONS IN GERMANY

LONDON, March 10, 2010 -- Live Nation, the world's premier live entertainment company, today announced the launch of its concert promotion division in Germany, the fourth largest music market in the world. Established German promoter Johannes Wessels has been appointed Managing Director of Live Nation Germany, and will operate from his current Hamburg base. Live Nation's first shows will be three Lady Gaga dates in Berlin, Hamburg and Oberhausen which go on sale on 12th March. For details of these shows go to www.livenation.de.

Additionally, Live Nation has appointed ticketing industry veteran Klaus Zemke to the post of Managing Director, Ticketmaster Germany. Zemke was previously General Manager and Member of the Board of Directors of Ticket Online, Germany's second largest ticketing company.

The move follows Live Nation's recent sale of its 20 per cent investment in German promoter, Marek Lieberberg Konzertagentur GmbH ("MLK"), to CTS Eventim AG, the majority owner of MLK.

Alan Ridgeway, CEO of Live Nation International, commented, "Germany is the 4th largest music market in the world and represents huge untapped potential for Live Nation. In Johannes, we have a promoter of 25 years' music industry experience who has promoted artists including Justin Timberlake, Foo Fighters and Neil Young. In Klaus, we have a very experienced Managing Director who has served over 20 years in the ticketing business with both Ticket Online and CTS. Ultimately, we have put two high caliber individuals together with our global assets, expertise and technology and we believe that we are now well positioned to compete with the historic dominance of CTS in the German concert and ticketing market; that is incredibly exciting."

Simon Lewis, Live Nation President Marketing Partnerships of International, added, "We now have significant presence in all the major European music markets. The value of such a comprehensive platform to our multi-national partners is clearly significant and we will quickly look to develop the propositions we are able to offer."

ABOUT LIVE NATION

Live Nation Entertainment is the world's premier live entertainment company, consisting of Live Nation, Ticketmaster and Front Line Management Group. As the world's first artist-to-fan vertically integrated live entertainment platform, the company is improving the fan experience and driving major innovations in ticketing technology, marketing and service. Live Nation is the largest producer of live concerts in the world, annually producing more than 22,000 concerts on behalf of 1,500 artists in 57 countries. In 2008, over 50 million fans attended Live Nation concerts, and the company drove more than 70 million unique visitors to LiveNation.com and other online properties. Ticketmaster serves more than 10,000 clients worldwide in multiple event categories and sold more than 141 million tickets valued at over \$8.9 billion on behalf of its clients in 2008. Live Nation 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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