

**SADE EMBARKS ON FIRST GLOBAL TOUR IN TEN YEARS KICKING OFF NORTH AMERICAN LEG
ON JUNE 16TH, 2011 IN BALTIMORE, MD**

Tickets On Sale Beginning October 16

SOLDIER OF LOVE HITS PLATINUM STATUS

LOS ANGELES, CA (September 30, 2010) - Following the platinum selling success of *SOLDIER OF LOVE*, Sade announces their highly anticipated return to the world's stage. The North American leg, produced by Live Nation, begins on June 16th in Baltimore, Maryland at the 1st Mariner's Arena. Tickets go on sale in select markets beginning October 16th at LiveNation.com with additional dates to be announced soon.

Sade will perform songs from their collection of timeless hits including songs from their critically acclaimed album, *SOLDIER OF LOVE* which secured the # 1 album spot upon its release in February. Selling over a million copies to-date, *SOLDIER OF LOVE* spent three weeks in the number one spot taking its rightful place among the collection of iconic Sade albums.

Sade will perform over 50 concerts in top arenas across North America, in an effort to reach her vast and loyal fan base. Their classic sound set to haunting, unmistakable vocals creates the most intimate of concert experiences in a way that only an unforgettable Sade performance can. Sade performed for more than 1,000,000 fans during her last tour in 2001.

Not only has America welcomed Sade back with open arms after close to ten years, but worldwide, *SOLDIER OF LOVE* has proven to be a smash. The album skyrocketed to # 1 in ten additional countries including Canada, Switzerland, France, Italy, Poland, Greece, Japan, Portugal and Spain.

Entertainment Weekly featured *SOLDIER OF LOVE* in their "Must List" and gave the album an "A", *Rolling Stone* wrote, "it's unimpeachably excellent," and *The Boston Globe* calls it, "a rich and rewarding album." But the accolades don't stop there. *Associated Press* raved, "like a long-ago lover not quite forgotten, Sade has returned to steal our hearts with more beautiful, uncategorizable music," *Billboard* was quoted as saying, "it's been 10 years since Sade released an album, but be forewarned – the giant has awoken," while *People Magazine* reminds us that "Sade remains the voice of comfort to the wounded heart."

Known for their one of a kind timeless sound, Sade has enjoyed phenomenal success both internationally and stateside throughout the span of their twenty-five year career. Since the release of their debut album, *Diamond Life* in 1984 the band has seen all five of their studio albums land in the Top 10 on Billboard's Top 200 Album Chart selling a total of more than 50 million albums worldwide to date. They've been nominated for American Music Awards, MTV Video Music Awards and have won three Grammy Awards – first in 1986 for Best New Artist, then in 1994 for Best R&B Performance By A Duo Or Group for "No Ordinary Love", and again in 2002 for Best Pop Vocal Album with *Lovers Rock*.

DATE	CITY	VENUE	ON SALE
Thu Jun 16	Baltimore, MD	1st Mariner Arena	Sat Oct 16
Sun Jun 19	Philadelphia, PA	Wells Fargo Center	Mon Oct 18
Tue Jun 21	Uniondale, NY	Nassau Coliseum	Mon Oct 18
Fri Jun 24	East Rutherford, NJ	Izod Center	Mon Oct 18
Tue Jun 28	Toronto, ON	Air Canada Centre	Sat Oct 16
Thu Jun 30	Montreal, QC	Bell Centre	Sat Oct 16
Wed Jul 06	Boston, MA	TD Garden	Mon Oct 18

Fri Aug 05	Chicago, IL	United Center	Mon Oct 18
Fri Aug 19	Los Angeles, CA	Staples Center	Mon Oct 18
Tue Aug 30	Anaheim, CA	Honda Center	Mon Oct 18

Additional dates will be announced in the following markets soon: Atlanta, GA; Charlotte, NC; Calgary, AB; Cleveland, OH; Dallas, TX; Detroit, MI; Fort Lauderdale, FL; Houston, TX; Kansas City, MO; Las Vegas, NV; Louisville, KY; Memphis, TN; Milwaukee, WI; New Orleans, LA; Oakland, CA; Orlando, FL; Phoenix, AZ; Pittsburgh, PA; Portland, OR; Sacramento, CA; San Diego, CA; San Jose, CA; Seattle, WA; St Louis, MO; St Paul, MN, Vancouver, BC.

Additional ticket and tour information can be found at SADE.COM and LiveNation.com.

For more information, please contact:

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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.