



THE BLACK BROADCASTING NETWORK NAMED ASSOCIATE SPONSOR OF THE LEGENDARY BUDWEISER SUPERFEST KICKING OFF ON AUGUST 5TH

All-star tour includes Anthony Hamilton, Kem, Jaheim, Raheem DeVaughn and more

LOS ANGELES, CA (July 12, 2010) - The Black Broadcasting Network, America's newest 24-hour urban cable channel, has been named associate sponsor of the legendary Budweiser Superfest. The tour, produced by Live Nation and Haymon Events begins on August 5th with 18 stops at a mix of amphitheaters and arenas across the country featuring the best of today's R&B favorites with Anthony Hamilton, Kem, Jaheim, Raheem DeVaughn and more.

"The Black Broadcasting Network's involvement as a co-sponsor of the Budweiser Superfest bolsters our commitment to drive the network beyond its core," says Troy "DollarBill" Ramsey, Vice President of Entertainment for Black Broadcasting Network.

"The Black Broadcasting Network is a vibrant young television network with a loyal urban based audience making them a perfect match to integrate their brand as associate sponsor of the Budweiser Superfest," said Russell Wallach, President of the Live Nation Network.

The Budweiser Superfest is part of a series of show sponsorships planned with the Black Broadcasting Network and Live Nation.

Budweiser Superfest begins in Cleveland at the Time Warner Cable Amphitheater at Tower City and continues through September 5th at the Superpages.com Center in Dallas. Tickets for shows in Charlotte, New Orleans and Memphis go on sale on July 17th. Tickets for all other markets are available now at LiveNation.com.

BUDWEISER SUPERFEST TOUR DATES

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

Complete ticket and tour information is available at LiveNation.com.

About Black Broadcasting Network

Black Broadcasting Network (BBN), America's newest 24-hour urban cable channel created specifically for today's hip, urban viewer. We deliver a mix of movies, sports and original programming, providing our audience with the latest in black films, music, comedy, and positive urban lifestyle programming. Our viewers will get programming they can't find anywhere else, appealing to a hipper, younger audience while delivering current and modern entertainment they crave. For more information, log onto www.blackbroadcasting.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.

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