



THE BAMBOOZLE 2011 FESTIVAL SHOWCASES POWER OF SOCIAL FAN ENGAGEMENT

- BoozleTwist Program Delivering More than 14 Million Social Impressions on Facebook and Twitter -**
- On Track for Record Ticket Sales from Domestic and International Fans -**

LOS ANGELES and NEW YORK – April 19, 2011 – The highly anticipated Bamboozle 2011 Festival, kicking off on April 29th to May 1st at East Rutherford's New Meadowlands Stadium in New Jersey, is on track to generate record ticket sales from both U.S. and international fans. The tremendous social media engagement created from the BoozleTwist program – a fan loyalty and appreciation platform – has already delivered over 14 million social impressions on Facebook and Twitter.

"This year's Bamboozle is gaining strong interest from domestic to global fans, that are travelling far and wide to experience the thrill of our extraordinary music festival," said John D'Esposito, Live Nation's Vice President of Talent and founder of The Bamboozle. "And we attribute the tremendous groundswell of fan endorsements to the power of social media and the success of BoozleTwist in creating excitement virally. In fact, we've doubled ticket sales with viral marketing and credit 75 percent of that to our online fans' activities."

The BoozleTwist program, created in partnership with CrowdTwist, a social loyalty and rewards platform, has already attracted more than 12,000 members, generated more than 10,000 "Likes" on Bamboozle's Facebook page and accrued more than 4,500 Twitter followers, in addition to Bamboozle's existing Facebook and Twitter fan base.

"In just three weeks, we've witnessed over 25,000 retweets and at least 7,000 mentions on Twitter," said D'Esposito. "The relationship we have with our fans is incomparable to other festivals in terms of one-on-one interactions, and we are continuing to revolutionize and cultivate this important relationship. And I have no doubt that we're going to create a whole new level of fan engagement at Bamboozle to continue the social media buzz during and after the event."

The social media program allows fans to interact and earn points for promotional activities through Facebook, Twitter, Foursquare and on Bamboozle's website - TheBamboozle.com. In turn, they'll receive rewards and unforgettable artist experiences including artist meet-and-greets.

Performers for The Bamboozle 2011 Festival include Lil Wayne, Mötley Crüe, Bruno Mars, 30 Seconds to Mars, Plain White T's, Travie McCoy, Chiddy Bang, Taking Back Sunday, The Gaslight Anthem, Wiz Khalifa, and many more. For a complete list of artist line-up, please visit: www.thebamboozle.com.

The Bamboozle Festival has become a staple of the music festival circuit drawing over 80,000 fans. Since its inception in 2003, the festival has consistently featured the best music talent from established to new artists spanning multiple music genres. Always ahead of the musical curve, The Bamboozle Festival has previously featured up-and-coming acts who have gone on to become break out artists in their own right including Fall Out Boy, Paramore, My Chemical Romance, Jonas Brothers, and many more.

About Live Nation Entertainment:

Live Nation Entertainment is the world's leading live entertainment and eCommerce company, comprised of four market leaders: Ticketmaster.com, Live Nation Concerts, Front Line Management Group and Live Nation Network. Ticketmaster.com is the global event ticketing leader and one of the world's top five eCommerce sites, with over 26 million monthly unique visitors. Live Nation Concerts produces over 20,000 shows annually for more than 2,000 artists globally. Front Line is the world's top artist management company, representing over 250 artists. These businesses power Live Nation Network, the leading provider of entertainment marketing solutions, enabling over 800 advertisers to tap into the 200 million consumers Live Nation delivers annually through its live event and digital platforms. For additional information, visit www.livenation.com/investors.

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