

ERIC PIRRITT PROMOTED TO PRESIDENT OF COLORADO AND ROCKY MOUNTAIN REGION FOR LIVE NATION ENTERTAINMENT

LOS ANGELES, CA (June 20, 2011) Live Nation Entertainment (NYSE: LYV), the world's leading live entertainment and eCommerce company, today announced the promotion of Eric Pirritt to the position of President, Colorado and Rocky Mountain Region at the company. Eric will continue to report to Bob Roux, Co-President of Live Nation Concerts.

In his expanded role, Eric will be responsible for overseeing all of the company's regional concert booking, marketing and promotion, as well as, supervising and guiding the staff. He will continue to oversee all operations in the Denver and Rocky Mountain region, including the exclusive booking of The Fillmore Auditorium and Comfort Dental Amphitheatre, and shows throughout the region at numerous venues including Red Rocks Amphitheatre, Wells Fargo Theatre and Pepsi Center as well as Salt Lake City's USANA Amphitheatre, Energy Solutions Arena, The Maverik Center and more.

"Over the past four years, Eric and his team have done a remarkable job booking superstar talent and developing artists in one of the best concert markets in the country," said Roux. "Eric's talent as a booker and leader, fully steeped in the market, makes him the perfect person to manage and grow our business in the region."

"I'm honored to lead the outstanding Live Nation team here in Colorado and am thankful for all the support Live Nation has given me over the last few years," said Eric. "As a lifelong music fan I couldn't be happier bringing global touring talent to our arenas and amphitheaters, while also developing some of the brightest new talent in venues throughout Colorado and the Rocky Mountain Region."

Eric most recently served as the Senior Vice President of the Colorado and Rocky Mountain region. Since joining the Denver office, Eric and his team have promoted nearly 750 concerts at over 20 venues throughout their territory. Prior to Live Nation, Eric promoted shows in the Colorado region for AEG, The Fox Theatre, BGP, as well as his own concert promotion company ENDIT! PRESENTS which was Colorado's premier independent promoter from 2002 through 2007.

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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