

## **LIVE NATION ENTERTAINMENT PROMOTES JODI GOODMAN TO PRESIDENT OF NORTHERN CALIFORNIA**

LOS ANGELES, CA (September 28, 2011) Live Nation Entertainment (NYSE: LYV), the world's leading live entertainment and eCommerce company, today announced the promotion of Jodi Goodman to the position of President, Northern California at the company. Goodman will continue to report to Bob Roux, Co-President of Live Nation Concerts.

In her expanded role, Goodman oversees all of the booking, marketing and promotion in the Northern California region, as well as supervising and leading a team of thirty-five employees. She will continue to manage and guide bookings at the area's landmark amphitheater, Shoreline Amphitheatre at Mountain View, the historic Fillmore San Francisco, as well as shows throughout the area, including Sleep Train Pavilion at Concord, Sleep Train Amphitheatre in Wheatland, Mountain Winery Saratoga, Nob Hill Masonic Auditorium, Reno Event Center, Oracle Arena Oakland and Power Balance Pavilion in Sacramento.

"Since joining the company in 2003, Jodi has continually brought the best emerging and superstar talent to one of the most important music markets in the country," said Roux. "Jodi's distinguished leadership qualities and breadth and understanding of the market have enabled her to react with the best interests of her company and the artists she serves in today's rapidly changing marketplace, making her the ideal person to grow and manage our business in the region."

"It is a privilege to work with a local team of concert veterans and true music fans who come to work every day with a passion to bring artists and fans together in memorable ways," said Goodman. "It is exciting to promote concerts and events in such a culturally vibrant and fertile marketplace. I am proud to be part of a community of promoters at Live Nation who have built their careers on relationships and their expertise in their local markets. Our ability to service artists and fans is a job I hope to maximize with the support of a great national platform and the amazing talent we have in the San Francisco office."

Goodman most recently served as Live Nation's Senior Vice President, San Francisco. Since joining the San Francisco office in 2003, Goodman and her team have promoted more than 2500 concerts in the area. Jodi began her career in music in 1982 taking over a 450-capacity club in Boston called Storyville and making it a memorable Boston Rock club with the best of the "underground" music of the day. By 1985 she became a leading Boston area club promoter working for several struggling clubs turning their businesses around. In 1987 she was hired by top New England promoter Don Law to merge her efforts and join his Don Law Company. She continued to book Boston flagship venues for Law and opened one of the first "Boutique" Amphitheaters on Boston's waterfront called Harborlights. Her multi discipline in music allowed her to program jazz greats at the classic Tangelwood Amphitheatre as well as her developing the next great headliner at Lollapalooza. By 1997 at Don Law Company, she became Vice President and would go on working in Boston promoting over 200 concerts a year until she left for the West Coast, joining the San Francisco office of Live Nation in 2003. As Senior Vice President she shared booking and management duties for much of the company's local efforts in the Northern California Region.

**About Live Nation Entertainment:**

Live Nation Entertainment is the world's leading live entertainment and eCommerce company, comprised of four market leaders: [Ticketmaster.com](http://Ticketmaster.com), Live Nation Concerts, Front Line Management Group and Live Nation Network. [Ticketmaster.com](http://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](http://www.livenation.com/investors).

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