



INTERNATIONAL SUPERSTAR RIHANNA ANNOUNCES NORTH AMERICAN DATES FOR ALL NEW 2011 LOUD TOUR

LOS ANGELES, CA (February 9, 2011) Rihanna, sparking a fan frenzy with her sold out 45 date European tour, including six nights at London's O2 Arena, today announced that she will bring her highly anticipated LOUD tour to North America this summer. Rihanna's extraordinary new show will feature all new production, costumes and stage design creating a visual and audio event with the once in a lifetime excitement her fans around the world have come to expect from one of the brightest stars in music today. Tickets for Rihanna's LOUD tour go on sale to the public on Valentine's Day, February 14th at Ticketmaster.com and LiveNation.com. Produced by Live Nation, the North American summer tour will begin on June 4th in Baltimore, Maryland at the 1st Mariner's Arena. Additional dates to be announced soon.

"We're creating an incredible ride with this tour. I'm excited to get out on the road and share my new music from this album," said Rihanna. "We are going to have an amazing time and I know my fans are ready to get LOUD!"

Rihanna's 2010 global tour, Last Girl On Earth drew nearly 500,000 fans in 44 markets.

Rihanna's third single "S&M" follows the #1 hits, "Only Girl" and "What's My Name" both reaching the top of the singles charts. The new video for "S&M," directed by Melina Matsoukas, premiered on February 2nd showing fans Rihanna will continue to push the envelope of creativity. LOUD is Rihanna's fifth album released since 2005. The album has reached #1 in six countries and is currently the #1 UK album. Rihanna has sold a collective 22 million albums and 36 million digital singles since her debut in 2005.

Rihanna is scheduled to perform at the prestigious Grammy Awards ceremony this Sunday, February 13. She is nominated in four categories this year including: *Record Of The Year*, *Best Rap/Sung Collaboration* and *Best Short Form Music Video* for "Love The Way You Lie" featuring Eminem, and *Best Dance Recording* for "Only Girl (In The World)."

Citi® is the official credit card of the tour. Citi® cardmembers will have access to presale tickets beginning Friday, February 11th at 10:00am local time through Citi's Private Pass® Program. For complete presale details visit www.citiprivatepass.com.

Rihanna LOUD North American Tour Dates:

June 4	Baltimore, MD	1st Mariner Arena
June 7	Toronto, ON	Air Canada Centre
June 28	Los Angeles, CA	Staples Center
June 30	Oakland, CA	Oracle Arena
July 19	Uniondale, NY	Nassau Coliseum
July 21	East Rutherford, NJ	Izod Center
July 23	Philadelphia, PA	Wells Fargo Center

More dates to be announced soon.

Additional ticket and tour information is available at RihannaNow.com, Ticketmaster.com and LiveNation.com.

ABOUT LIVE NATION ENTERTAINMENT

Live Nation Entertainment (NYSE-LYV) is the largest live entertainment company in the world: connecting 200 million fans to 100,000 events in over 40 countries which has made Ticketmaster.com the #3 eCommerce website in the world. For additional information, visit www.livenation.com/investors.

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