

DUE TO OVERWHELMING DEMAND THE NEW KIDS ON THE BLOCK & BACKSTREET BOYS ADD 16 SHOWS TO HISTORIC NKOTBSB 2011 SUMMER TOUR

NKOTBSB Closes Out The Year With A Smash Performance On “Dick Clark’s New Year’s Rockin’ Eve With Ryan Seacrest 2011”

www.nkotbsb.com

NEW YORK, NY – New Kids on the Block and Backstreet Boys closed 2010 with a show stealing smash performance on “Dick Clark’s New Year’s Rockin’ Eve with Ryan Seacrest 2011” proving why their joint NKOTBSB tour is this summer’s hottest and most anticipated tour. NKOTBSB keep the surprises and excitement coming for 2011. With shows continuing to sell out, superstar groups New Kids on the Block and Backstreet Boys have responded to the overwhelming demand from their fans by offering more opportunities to see them together on one stage for their historic NKOTBSB tour. The groups announce 16 new shows for a total of 41 confirmed dates for the highly anticipated 2011 boybandbananza!

The extraordinary NKOTBSB tour, produced by Live Nation, begins June 2nd with confirmed shows through July 30th. Tickets for the newly announced dates go on sale beginning Saturday, January 15 at Ticketmaster.com and LiveNation.com.

In their biggest joint appearance to date, in front of millions of television viewers on “Dick Clark’s New Year’s Rockin’ Eve with Ryan Seacrest 2011,” NKOTBSB sent thousands of screaming and dancing fans into a fan frenzy. With throngs of fans in the middle of Times Square singing along to their smash hit singles, and millions more tuning in from home, New Kids on the Block and Backstreet Boys once again reaffirmed their place in pop culture proving why their ticket is the hottest ticket of the summer.

People Magazine raved, “The Backstreet Boys and New Kids on the Block ended 2010 on a high note with a rollicking New Year’s Eve mashup of their greatest hits in Times Square.”

And Entertainment Weekly gave a nod to the groups saying, “ABC’s live broadcast of Clark’s *New Year’s Rockin’ Eve* boasted a classic boy-band bash, with the well-preserved Backstreet Boys and the New Kids on the Block collaborating for a medley of their greatest hits.”

NKOTBSB first shocked and delighted fans when they took the stage together for a medley at the sold out NKOTB Radio City Music Hall show. The two groups wowed audiences again in their first joint televised performance at the American Music Awards

this past November. The performers had the audience on their feet when they unleashed hit after hit including Backstreet's "I Want It That Way" and NKOTB's "Hangin' Tough," sending the crowd into rip-roaring applause.

With over 200 million albums sold between both bands, and smash hit after smash hit, these two pop sensations have dominated the music scene for over three decades. Aiming to please, these guys are giving concert goers and diehard fans everywhere the ultimate "night out" experience.

For more information please visit www.nkotbsb.com.

CURRENT LIST OF SHOW DATES (As of January 4, 2011)

| | | | |
|--------------|---------------------|----------------------------|----------------|
| Thu, June 2 | Uncasville, CT | Mohegan Sun Arena | ON SALE NOW |
| Fri, June 3 | Washington, DC | Verizon Center | ON SALE NOW |
| Sat, June 4 | Boston, MA | TD Garden | ON SALE NOW |
| Sun, June 5 | Philadelphia, PA | Wells Fargo Center | ON SALE NOW |
| Tue, June 7 | Montreal, QC | Bell Centre | ON SALE NOW |
| Wed, June 8 | Toronto, ON | Air Canada Centre | ON SALE NOW |
| Thu, June 9 | Toronto, ON | Air Canada Centre | ON SALE NOW |
| Sat, June 11 | Uniondale, NY | Nassau Coliseum | ON SALE NOW |
| Sun, June 12 | East Rutherford, NJ | Izod Center | ON SALE NOW |
| Wed, June 15 | Pittsburgh, PA | Consol Energy Center | ON SALE NOW |
| Thu, June 16 | Detroit, MI | The Palace of Auburn Hills | ON SALE NOW |
| Fri, June 17 | Chicago, IL | United Center | ON SALE NOW |
| Sat, June 18 | Chicago, IL | United Center | ON SALE NOW |
| Tue, June 21 | Nashville, TN | Bridgestone Arena | ON SALE NOW |
| Wed, June 22 | Atlanta, GA | Philips Arena | ON SALE NOW |
| Fri, June 24 | Lafayette, LA | Cajundome | ON SALE NOW |
| Sat, June 25 | Houston, TX | Toyota Center | ON SALE NOW |
| Sun, June 26 | Dallas, TX | American Airlines Center | ON SALE NOW |
| Tue, June 28 | San Antonio, TX | AT&T Center | ON SALE JAN 15 |
| Thu, June 30 | Phoenix, AZ | US Airways Center | ON SALE NOW |
| Fri, July 1 | Los Angeles, CA | Staples Center | ON SALE NOW |
| Sat, July 2 | San Jose, CA | HP Pavilion | ON SALE NOW |
| Sun, July 3 | Las Vegas, NV | Mandalay Bay Events Center | ON SALE NOW |
| Wed, July 6 | Anaheim, CA | Honda Center | ON SALE NOW |
| Fri, July 8 | Tacoma, WA | Tacoma Dome | ON SALE NOW |
| Sat, July 9 | Vancouver, BC | Rogers Arena | ON SALE NOW |
| Sun, July 10 | Vancouver, BC | Rogers Arena | ON SALE JAN 15 |
| Tue, July 12 | Edmonton, AB | Rexall Place | ON SALE JAN 15 |
| Wed, July 13 | Calgary, AB | Calgary Stampede | ON SALE JAN 15 |
| Fri, July 15 | Minneapolis, MN | Target Center | ON SALE JAN 15 |
| Sat, July 16 | Kansas City, MO | Sprint Center | ON SALE JAN 15 |
| Sun, July 17 | Tulsa, OK | BOK Center | ON SALE JAN 15 |
| Tue, July 19 | St. Louis, MO | Scottrade Center | ON SALE JAN 15 |
| Wed, July 20 | Louisville, KY | KFC Yum! Center | ON SALE JAN 15 |
| Fri, July 22 | Orlando, FL | Amway Center | ON SALE JAN 15 |
| Sat, July 23 | Greensboro, NC | Greensboro Coliseum | ON SALE JAN 15 |
| Sun, July 24 | Columbus, OH | Schottenstein Center | ON SALE JAN 15 |

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|--------------|-------------------|---------------------|----------------|
| Tue, July 26 | Indianapolis, IN | Conseco Fieldhouse | ON SALE JAN 15 |
| Wed, July 27 | Cleveland, OH | Quicken Loans Arena | ON SALE JAN 15 |
| Fri, July 29 | Atlantic City, NJ | Boardwalk Hall | ON SALE JAN 15 |
| Sat, July 30 | Hershey, PA | Hersheypark Stadium | ON SALE JAN 15 |

For complete ticket and tour information visit, NKOTBSB.com, Ticketmaster.com and LiveNation.com.

NKOTB BACKGROUND

NEW KIDS ON THE BLOCK sold more than 80 million albums worldwide -- including back-to-back international #1 songs, 1988's Hangin' Tough and 1990's Step By Step -- and a series of crossover smash R&B, pop hits like "You Got It (The Right Stuff)," "Cover Girl," "Didn't I (Blow Your Mind This Time)," "Hangin' Tough," "I'll Be Loving You," "Step By Step" and "Tonight." The group shattered concert box office records playing an estimated 200 concerts a year, in sold out stadiums throughout the world.

They still hold many of these records to date. They were Forbes highest paid entertainers of 1990, beating out Michael Jackson and Madonna. The band boasted an extensive and highly profitable merchandise line which included everything from lunch boxes and sleeping bags to comic books, marbles and dolls. More Information is available at www.nkotb.com.

BSB BACKGROUND

For more than 17 years, Backstreet Boys have delivered the very finest pop music has to offer – tightly crafted songs, floor-shaking rhythms, and unmistakable harmonies.

One of the most successful groups in music history, with countless #1s, record-setting tours, and worldwide sales in excess of 100 million, Backstreet Boys are also among pops most influential. The band made history when all tickets for their greatly anticipated 11-week, 39-city Millennium North American Arena Tour sold out as soon as they went on sale- the vast majority within an hour. At the time the millennium tour set a Ticketmaster- record by selling 735,000 tickets in two hours. They are also among the few bands to have received the Diamond Award from the R.I.A.A. for sales of more than 10 million on both the Backstreet Boy's and Millennium albums. The band is currently wrapping up a worldwide tour in support of their recent album, This is Us. More information is available at www.backstreetboys.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.

Contacts: Kristen Foster / Erica Gerard

PMK*BNC 212-582-1111

Kristen.Foster@pmkbnc.com / Erica.Gerard@pmkbnc.com

Live Nation

Liz Morentin

310-360-3367

lizmorentin@livenation.com

