

TICKETMASTER LAUNCHES 25,000 CAPACITY INTERACTIVE SEAT MAP FOR THE GOLD COAST SUNS AT METRICON STADIUM IN AUSTRALIA

Melbourne, Australia – April 3, 2012 - Ticketmaster, a Live Nation Entertainment, Inc. (NYSE:LYV) company, has delivered Gold Coast SUNS fans the ability to select their own seats via an Interactive Seat Map, unveiling the technology for the 25,000 seat Metricon Stadium - Australia's newest world class stadium!

Released on Ticketmaster.com.au in readiness for the start of the 2012 Toyota AFL Season, Gold Coast SUNS fans can now choose their preferred seats when purchasing tickets for all Metricon Stadium AFL matches.

Furthermore Gold Coast SUNS fans will have the opportunity to involve their friends in their live entertainment plans by tagging themselves to their seats and sharing with friends on Facebook.

Chris Forbes, Chief Executive Officer of Ticketmaster Australasia commented "We are thrilled to be able to deliver an Interactive Seat Map of this magnitude for Metricon Stadium and the Gold Coast community. Ticketmaster's move towards socialising the online ticketing experience has been well received by our clients, venue tenants and the general public and we are looking forward to the rest of our stadium venues utilising this technology."

More than 35 of Ticketmaster's clients are taking advantage of Interactive Seat Maps and results prove that fans are welcoming the opportunity to be able to personalise their live entertainment experiences to their own needs with Interactive Seat Maps generating a dramatic increase in online conversion rate. The maps have also demonstrated to sell more overall tickets with a significant increase in sales within higher price categories.

"The online conversion rates we have experienced are clear indicators that fans are embracing the opportunity to choose their own seats when purchasing their tickets," said Chris Forbes. "At Ticketmaster we strive to drive new levels of innovation and fan engagement, and there are more exciting developments to come."

For more information visit: ticketmaster.com.au/interactiveseatmap

Ticketmaster is a Live Nation Entertainment Inc. company.

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 almost 27 million monthly unique visitors. Live Nation Concerts produces over 22,000 shows annually for more than 2,300 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 nearly 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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