

NFL TICKET EXCHANGE POWERED BY TICKETMASTER KICKS OFF 2012 SEASON

- Celebrates the Start of Fifth Year as the Only NFL-Authorized Marketplace for Fans to Buy and Sell Guaranteed Authentic NFL Tickets with Complete Confidence and Convenience -

NEW YORK AND LOS ANGELES (August 30, 2012) – The 2012 NFL season is here and eager football fans across the country are purchasing tickets on [NFL Ticket Exchange](#) to see their favorite teams in action. Powered by Ticketmaster, the official Ticket Exchange of the NFL provides fans with a way to buy and sell tickets through a convenient and secure marketplace with confidence because of Ticketmaster's exclusive ability to electronically authenticate every ticket sold.

Launched in 2008 through a partnership between Ticketmaster and the NFL to provide ticket holders with the most secure and reliable way to resell tickets, NFL Ticket Exchange is the only NFL-authorized way for fans to sell and purchase guaranteed authentic NFL tickets. Incorporating many convenient search options, NFL Ticket Exchange features Ticketmaster's unique print-at-home technology, which enables fans to conveniently download and print their tickets at no additional charge in just minutes. Utilizing Ticketmaster's barcode transfer technology, all ticket barcodes are authenticated. Fans are then reissued tickets with a new, unique barcode and in their own name – something no other resale marketplace can offer on NFL tickets.

Since its launch, NFL Ticket Exchange has quadrupled in size. In April of this year, the NFL and Ticketmaster signed a five-year extension of their NFL Ticket Exchange partnership, laying the groundwork for the continued growth of the NFL Ticket Exchange platform.

"The NFL Ticket Exchange is *the* destination for inventory from fans and real season ticket holders, with over 100,000 season ticket holder tickets already posted," said Nathan Hubbard, CEO of Ticketmaster. "Together with the NFL, we've built NFL Ticket Exchange into a premier resale ticketing marketplace, a single destination for fans looking to buy and sell tickets utilizing Ticketmaster's capabilities to validate every barcode on every ticket so fans are guaranteed authentic tickets, every time they purchase on the site."

Fans can access NFL Ticket Exchange online at [NFL.com/TicketExchange](#) or by calling (888) 635-5944.

About NFL Ticket Exchange by Ticketmaster

The National Football League (NFL) and Ticketmaster, a Live Nation Entertainment company (NYSE: LYV), have worked together to create NFL Ticket Exchange by Ticketmaster, the first and only resale marketplace that provides NFL fans looking to buy or sell NFL tickets a safe, convenient and League-approved resale platform. Through this groundbreaking endeavor, the NFL and Ticketmaster are able to deliver fans exclusive access to barcode-authenticated NFL game tickets when purchased from NFL Ticket Exchange. Additionally, for the majority of regular and playoff tickets purchased via the NFL Ticket Exchange by Ticketmaster, fans have instant access to their tickets via Ticketmaster's print-at-home delivery, which allows fans to print their tickets within minutes of each sale. NFL Ticket Exchange by Ticketmaster is accessible from Ticketmaster.com and NFL.com.

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



Press Release

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.

© 2012 NFL Properties LLC. All NFL-related trademarks are trademarks of the National Football League.

#

Media Contact:

Jacqueline Peterson

jacqueline.peterson@ticketmaster.com

310.360.3051

