

## **HALL OF FAME QUARTERBACK TROY AIKMAN TEAMS WITH TICKETMASTER, BECOMES OFFICIAL SPOKESMAN FOR NFL TICKET EXCHANGE**

### **- Aikman Endorses the Only NFL-Authorized Ticket Resale Marketplace -**

LOS ANGELES and DALLAS (September 17, 2012) – Advocating authenticity and trust, NFL Ticket Exchange by Ticketmaster today announced the signing of six-time Pro Bowl QB and Super Bowl XXVII MVP Troy Aikman as its first full-season spokesperson. The relationship brings together one of football's most respected icons and the trusted leader in live entertainment event ticketing to lead fans to the only NFL-authorized resale marketplace to buy authentic NFL tickets.

"Real fans deserve real tickets, and with NFL Ticket Exchange powered by Ticketmaster, fans can purchase their tickets with complete confidence ensuring that nothing gets in the way of a great game day experience," said Troy Aikman. "Not only is NFL Ticket Exchange the only resale marketplace approved by the NFL, it offers football fans a great selection of tickets and the most impressive arrays of tools and information available, making it the single best way to buy and sell NFL tickets. Fans get validated tickets, reissued in their name, providing the total peace of mind that no other ticket reseller can offer."

Created through a relationship between Ticketmaster and the NFL, NFL Ticket Exchange is the only league-authorized way for fans to sell and purchase guaranteed authentic tickets to NFL games thanks to Ticketmaster's exclusive ability to electronically authenticate every ticket sold. As NFL Ticket Exchange spokesman, each week leading up to Super Bowl XLVII, Troy will provide NFL fans unique insights into the biggest matchups of the week and help fans learn more about the many features and benefits of buying and selling tickets on NFL Ticket Exchange. Troy will contribute his time and expertise to the program through social media activities, participation in charitable and other in-person events.

"There isn't a single individual who is as immediately identifiable by NFL fans as Troy Aikman, and that is why we are so excited that he will take part in our program this year," said Nathan Hubbard, CEO of Ticketmaster. "As the destination for guaranteed authentic NFL tickets, NFL Ticket Exchange is the premier resale ticketing marketplace, providing fans with a single destination for tickets, all backed by Ticketmaster's advanced ticket validation and instant delivery technologies."

Fans can access NFL Ticket Exchange online at [NFL.com/TicketExchange](http://NFL.com/TicketExchange) or by calling (888) 635-5944. Follow NFL Ticket Exchange and Troy Aikman on Twitter at @NFLtixExchange and @TroyAikman. And find us on Facebook at [www.Facebook.com/nflticketexchange](http://www.Facebook.com/nflticketexchange) and [www.Facebook.com/troyaikman](http://www.Facebook.com/troyaikman).

### **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](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 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](http://www.livenation.com/investors).

#### **About Troy Aikman**

Troy Aikman is the lead game analyst for the NFL on FOX teamed with play-by-play announcer Joe Buck. Aikman has been with FOX since 2001 where he is known for succinctly illustrating action on the field. His contemporary analysis offers keen insight into the skill and pressure associated with playing in today's NFL. Aikman has received three nominations for an Emmy for his broadcasting efforts and has broadcast three Super Bowls (XXXIX, XLII and XLV). Aikman was the quarterback for the Dallas Cowboys from 1989-2000 setting 45 Cowboys' passing records, including the club's career record for completions (2,898), passing yards (32,942), touchdowns (165) and completion percentage (61.3). While leading one of sports' most famous franchises, the Cowboys won six NFC East titles (1992-96 and 1998) and advanced to four NFC Championship Games (1992-1995). Aikman is one of only four quarterbacks to guide his team to victory in three Super Bowls (XXVII, XXVIII and XXX). In February, 2006, Aikman was voted into the Pro Football Hall of Fame in Canton, Ohio. He became just the sixth player in Cowboys history to enter those hallowed halls. Troy Aikman is represented by The Legacy Agency in New York. ([www.legacy-agency.com](http://www.legacy-agency.com))

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