



## LIVE NATION UPGRADES NORTH AMERICAN AMPHITHEATER CONCESSIONS AND OFFERS \$4 BEER

LOS ANGELES, CA (May 17, 2012) – Live Nation Entertainment today announced upgrades to concessions at Live Nation owned and operated amphitheaters to bring better value to fans this summer, including restaurant quality food items and increased service. Fans will see the introduction of new food and beverage options, including \$4 domestic draft beer in most Live Nation Amphitheaters, and local food trucks and local food vendors in select venues.

### **GREAT THINGS FANS WILL FIND AT LIVE NATION AMPHITHEATERS THIS SUMMER INCLUDE:**

The following items will be offered at all Live Nation amphitheaters in North America.

- **\$4.00 12 oz. Domestic Draft Beer!\***
- **Restaurant Quality Upgrades To Concessions!** Enhanced restaurant quality food, including hamburgers, hot dogs, pizza, chicken tenders, corn dogs and more.
- **Value Concessions for Fans!** Fan favorite value meals return in 2012 which include a choice of a cheeseburger, hot dog or chicken tenders, with fries and a soda for a discounted combination price. The company is returning the 32 oz souvenir fountain soda with a free refill.
- **Increased Service!** As part of our ongoing efforts to reduce concession lines and increase service we have increased the number concession service areas available to fans. In addition, there will be increased service in our VIP club and in-seat areas to meet the growing demand.

Also, select Live Nation Amphitheaters will feature local food trucks and local food vendors on-site serving local fare known and embraced by the community. Additionally, venue upgrades have been made to select Live Nation amphitheaters across the country including enhanced video systems, sound systems and more.

For up-to-the-minute updates, great ticket deals, presale codes, show alerts and other special offers, fans should follow Live Nation on Facebook and Twitter, download the Concert Calendar Facebook App, download the Live Nation iPhone App or visit [www.LiveNation.com](http://www.LiveNation.com).

\*Note: \$4.00 12 oz. beer is not available in Houston or Toronto.

### **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).

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