

@LIVENATIONSHOWS LAUNCHES #MILLIONTWEETS OF SUMMER AND THE OPPORTUNITY TO UNLOCK BIG CONCERT PRIZES WHILE TWEETING THIS SUMMER

The Chance To Win One Of 100s Of Concert Related Prizes And The 1 Millionth Tweet Unlocks The Grand Prize – A Chance To Win A Fly-Away Trip To ANY Live Nation Concert ANYWHERE In The World

LOS ANGELES, CA (June 20, 2012) Do you like concerts? Do you Tweet? @LiveNationShows announces the launch of **#MillionTweets of Summer** where over 200 exclusive prizes and experiences will be unlocked on the way to the 1 millionth tweet. Prizes and experiences include artist meet & greets, concert tickets, Concert Cash®, year-long Ultimate Access Passes, fly-away trips with tickets to great shows and more.

To enter, visit the **#MillionTweets of Summer** website at bit.ly/milliontweets and tweet the concert message. Tweeting the concert message will automatically enter you to win a prize. You can tweet every day, up to three times a day, to increase your chance to win. Multiple tweets increase your chances of winning. Everyone who tweets the concert message is entered in the overall pool of prizes that are unlocked at various points on the way to the 1 millionth tweet.



"We have a 24/7 active live music tweeting community and wanted to find a fun way to give them a chance to win exclusive concert related prizes for something they already do - talk with their friends about shows on Twitter," said Gretchen Fox, VP of Social Media for Live Nation, North America.

#MillionTweets of Summer concert messages will include some of the summer's biggest tours: LMFAO, Nickelback, Rockstar Energy Drink Mayhem Festival, Wiz Khalifa & Mac Miller, Aerosmith, Rascal Flatts, Identity Festival, Brad Paisley, Dave Matthews Band, Kelly Clarkson & The Fray, Big Time Rush, KISS and Mötley Crüe, Toby Keith, Jason Mraz and Rush.

#MillionTweets of Summer prizes include Concert Cash, Rock Flight™ (meet & greet with concert ticket fly away packages), 2013 Ultimate Access Passes (year long pass for 2 to a Live Nation venue), Fan Twitter Takeovers, merchandise bundles and more. The 1 millionth tweet will unlock the grand prize opportunity for one lucky participant to win a fly-away trip to ANY Live Nation Concert ANYWHERE in the world.

NO PURCHASE NECESSARY. U.S. residents, 18+. Void where prohibited. Ends 12PM PT 10/15/2012. For more information on **#MillionTweets of Summer** and official rules, visit: bit.ly/milliontweets. For up-to-the-minute updates, great ticket deals, presale codes, show alerts and other special offers, follow Live Nation on Facebook and LiveNationShows on Twitter, download the Live Nation Concert Calendar Facebook App and download the Live Nation iPhone App.

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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