

## NFL INKS FIVE-YEAR EXTENSION WITH TICKETMASTER FOR NFL TICKET EXCHANGE

*– Ticketmaster to Continue to Power NFL Ticket Exchange –*

□LOS ANGELES – April 6, 2012 – The National Football League signed a five-year contract extension with Ticketmaster, a Live Nation Entertainment company (NYSE:LYV), to continue to operate the popular NFL Ticket Exchange. The NFL Ticket Exchange, the only official ticket resale marketplace for the NFL, is a secure resale marketplace that enables fans to buy and sell NFL tickets, including tickets for all 32 teams. Fans purchasing tickets through the NFL Ticket Exchange can buy with confidence knowing their tickets are validated as authentic by Ticketmaster and reissued with new bar codes through TicketFast®, Ticketmaster's electronic ticket delivery system.

"Together with the NFL, we've built a tremendous asset in the NFL Ticket Exchange as the safe, secure and convenient destination for NFL fans to buy resale tickets," said Nathan Hubbard, CEO of Ticketmaster. "We collaboratively worked together to enhance the terms of the extension resulting in improvements for fans, the league, the teams and Ticketmaster. We can't wait for the next five years to expand on this successful model and take the NFL Ticket Exchange to new heights for fans."

As one of the longest running ticket exchanges and the only official ticket exchange for the NFL, the NFL Ticket Exchange has quadrupled in size since its launch in 2008.

"We are looking forward to building upon the success of our Ticketmaster partnership," said Neil Glat, the NFL's senior vice president of corporate development. "Ticketmaster has proven that our ticket resale product has benefitted our fans and clubs. NFL Ticket Exchange provides our fans a secure, guaranteed and convenient way to buy and sell tickets using Ticketmaster's TicketFast secure barcode technology. We are excited to work with Ticketmaster to make the fan experience even better."

### **About Ticketmaster:**

With operations spanning 19 countries, [Ticketmaster](http://Ticketmaster.com) is the world leader in event ticketing and ranks among the top five eCommerce sites globally. Ticketmaster is a division of 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



## Press Release

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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