

TICKETMASTER ENCOURAGES COLLEGE FOOTBALL FANS TO PURCHASE GUARANTEED AUTHENTIC 2012/2013 BOWL GAME TICKETS FROM THE OFFICIAL TICKET EXCHANGES

**– Official Bowl Game Ticket Exchanges Powered by Ticketmaster Feature Ticket Barcode
Validation and Reissue Technology Ensuring Authenticity –**

LOS ANGELES, CA (December 13, 2012) – Ticketmaster, a Live Nation Entertainment company, strongly encourages fans to purchase tickets to this season's sold-out college bowl games directly from the official Ticket Exchanges to ensure they are getting guaranteed authentic tickets. Due to exceptionally high demand for tickets to this season's college bowl games, fans are cautioned against purchasing potentially counterfeit tickets from unsecured websites, scalpers, and other unscrupulous resellers.

Utilizing Ticketmaster's barcode transfer technology, all tickets listed for sale on the official bowl game Ticket Exchanges are validated and then reissued in the purchaser's name, providing a guarantee of authenticity that no other resale marketplace can offer. Fans purchasing from the Official Ticket Exchange by Ticketmaster enjoy the added convenience of downloading and printing their tickets at home.

"This season's bowl game matchups are among the best in years and that increases fan interest in, and demand for, bowl game tickets," said Julia Vander Ploeg, General Manager of Ticketmaster Resale. "Unfortunately, with rising ticket demand comes the potential for fans to unwittingly purchase counterfeit tickets. To help college football fans avoid purchasing fake tickets, we are encouraging consumers to only purchase their bowl game tickets from the Official Ticket Exchange by Ticketmaster. Thanks to Ticketmaster's validation technology, fans have complete peace of mind knowing that every ticket barcode is authenticated before it's reissued and delivered to the new buyer—ensuring that nothing gets in the way of a great game day experience."

Ticketmaster powers official Ticket Exchanges for the Allstate Sugar Bowl, Chick-fil-A Bowl, Valero Alamo Bowl, San Diego County Credit Union Poinsettia Bowl, Hyundai Sun Bowl, Taxslayer.com Gator Bowl, Franklin American Mortgage Music City Bowl, Russell Athletic Bowl, Capital One Bowl, and Bridgepoint Education Holiday Bowl.

Fans can buy and sell tickets for these college bowl games at www.ticketmaster.com/ticketexchange or by calling 1.800.842.7112.

About Live Nation Entertainment:

Live Nation Entertainment (NYSE: LYV) 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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