



## TICKETMASTER TO PROVIDE PRIMARY AND RESALE TICKETING SOLUTION FOR BARCLAYS CENTER

### *Barclays Center to Leverage Ticketmaster's Comprehensive Technology Portfolio*

**BROOKLYN AND LOS ANGELES – May 21, 2012** – Barclays Center, the highly anticipated sports and entertainment venue in Brooklyn, has selected Ticketmaster, a Live Nation Entertainment company (NYSE: LYV), to be its exclusive official ticketing provider. Ticketmaster and its resale marketplace, TicketsNow, will deliver a comprehensive solution that present both primary ticketing and a ticket resale marketplace, creating a transparent, secure and convenient offering that provides fans with ticket options for all Barclays Center events, including the Brooklyn Nets. As part of the relationship, Ticketmaster will serve as a Founding Partner of Barclays Center.

Fans buying or selling on the TicketsNow resale platform will have the security of knowing every transaction is validated by Ticketmaster, to ensure every ticket bought and sold on the platform is a valid, working ticket. TicketsNow will provide delivery of all fan-to-fan transactions through TicketFast® electronic delivery, enabling fans to receive their tickets in minutes safe in the knowledge that the barcodes on their tickets are validated authentic for their security.

"We are committed to aligning ourselves with the best in the sports and entertainment industry, and that is why we have chosen Ticketmaster as the exclusive ticketing provider for Barclays Center," said Barclays Center and Brooklyn Nets CEO Brett Yormark. "Customer Service is an integral part of our business and Ticketmaster offers the ultimate fan-friendly ticket experience for our visitors, as every ticket bought and sold on the platform will be validated as an authentic ticket by Ticketmaster."

Barclays Center will be utilizing the most state-of-the-art tools and services, including Pricemaster, a fully integrated dynamic pricing platform and Ticketmaster's LiveAnalytics, the industry's most comprehensive data analytics organization that will provide Barclays Center with a host of new and powerful fan insights. These tools will enable Barclays Center to better manage its events and develop deeper relationships with its customers.

Barclays Center will open with a JAY Z concert on September 28 and is scheduled to host more than 220 events in its first year, including Barbra Streisand, Andrea Bocelli, NCAA Tournament champion Kentucky vs. Maryland, and Ringling Bros. and Barnum & Bailey Circus. Tickets to all events will be available through Ticketmaster by going to [Barclayscenter.com](http://Barclayscenter.com).

"As Barclays Center continues to set new standards and lead the industry in state-of-the-art venue design, the sports and entertainment arena is an ideal partner to promote a ticket solution that will enable venues, artists and teams to better serve their fans," said Michael Rapino, president and chief executive officer of Live Nation Entertainment.

#### **About Ticketmaster:**

With operations spanning 19 countries, [Ticketmaster](#) 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](#), 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](http://www.livenation.com/investors).

#### **About Barclays Center**

Scheduled to open in September 2012, Barclays Center will be a major sports and entertainment venue in the heart of Brooklyn, New York. Developed by Brooklyn-based real estate developer Forest City Ratner Companies, and designed by the award-winning architectural firms AECOM ([www.aecom.com/architecture](http://www.aecom.com/architecture)) and SHoP Architects ([www.shoparc.com](http://www.shoparc.com)), Barclays Center will have one of the most intimate seating configurations ever designed into a modern multi-purpose arena, with unparalleled sightlines and first-class amenities. Barclays Center will offer 18,200 seats for basketball and up to 19,000 seats for concerts, and will also have 100 luxury suites, four bars/lounges, three clubs, and a restaurant.

Barclays Center will host an extensive variety of events, including premier concerts, monthly major professional boxing cards, top college basketball, family shows, professional hockey, and NETS Basketball. Some of the special programming that is already scheduled includes *JAY Z*, who will open the building on September 28 with the first of his multiple concerts, *Barbra Streisand*, *Andrea Bocelli*, the *Barclays Center Classic* men's college basketball tournament, *Atlantic 10 Men's Basketball Championship*, *Coaches vs. Cancer Classic*, *Legends Classic*, *Islanders vs. Devils* game, *Ringling Bros. and Barnum & Bailey Circus* and *Disney on Ice*, and the *New York Masters* equestrian show jumping. Current programming alliances with Barclays Center include Golden Boy Promotions, IMG, Feld Entertainment, Lagardère Unlimited, and the Brooklyn Academy of Music.

In addition to Barclays, the naming rights partner, Founding Partners for Barclays Center include Cushman & Wakefield, EmblemHealth, Foxwoods Resort Casino, MetroPCS, Stolichnaya, and Ticketmaster. Other sponsors include: Anheuser-Busch, The Coca-Cola Company, Haier America, HighPoint Solutions, LIU Brooklyn, New York Marriott at the Brooklyn Bridge, Phillips-Van Heusen, Tyco, and Willis.

Located atop one of the largest transportation hubs in New York City, Barclays Center will be accessible by 11 subway lines and the Long Island Rail Road.

ELEVEN TRAINS. ONE DESTINATION. BARCLAYS CENTER.

**2 3 4 5 B D N Q R** to Atlantic Avenue - Barclays Center

**C** to Lafayette Avenue **G** to Fulton Street **LIRR** to Atlantic Terminal

For more information on Barclays Center please visit [www.barclayscenter.com](http://www.barclayscenter.com).

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*--Brooklyn Nets/Barclays Center--*

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