

ANNOUNCING THE WORLD PREMIERE OF *THE RIDER CHALLENGE*, THE FIRST-EVER DIGITAL REALITY SERIES PRODUCED BY LIVE NATION, POWERED BY FORD FIESTA

- *Teams compete in five cities to fulfill a musical artist's tour rider to win a Live Nation Ultimate Access Pass and their very own 2014 Ford Fiesta*
- *Fans can submit their own riders to win a VIP fly-away trip for two*

LOS ANGELES – September 17, 2013 – Live Nation Entertainment, in partnership with Ford Motor Company, announced today that they are producing a fresh take on the reality competition genre with an original digital episodic series. *The Rider Challenge* will follow six teams of two equipped with new Ford Fiestas and their street smarts as they fulfill the eclectic requests on a real artist's tour rider – the backstage requirements set by the artist as a condition of their performance. *The Rider Challenge* is set to debut on Monday, September 30th at www.livenation.com/riderchallenge.

The five bands that will be featured in the series are among the most popular and critically acclaimed in music today:

- **Edward Sharpe & The Magnetic Zeros**
- **Fitz & The Tantrums**
- **Kid Cudi**
- **Fall Out Boy**
- **The Lumineers**

"The behind the scenes work that goes on at a concert is something fans rarely have the opportunity to see and we think it will make for exciting viewing on the digital and social channels available to us and Ford," said Kevin Chernett, Executive Vice President, Live Nation Media and Sponsorship. "*The Rider Challenge* series is the first time Live Nation is entering into the original programming space and we are thrilled to team with Ford and the new Fiesta to bring this innovative program to life."

The series, which can be seen exclusively at www.livenation.com/riderchallenge, opens in a music tourney format whereby all six teams compete for positioning within the Rider Challenge. Special guest host, singer-songwriter **Lisa Loeb**, puts the teams to the musical test, challenging both their music knowledge and abilities. In subsequent episodes, the teams compete in head-to-head bracket-style competition, filmed in five different host cities – Las Vegas, Seattle, San Francisco, San Diego, and Los Angeles. The winners of each city challenge will meet the artist whose rider they fulfilled and attend the concert VIP style before proceeding to the next round. The team that wins the entire bracket will receive a Live Nation Ultimate Access Pass™ that grants them an all-access ticket to concerts at Live Nation U.S. venues for a year as well as their very own Ford Fiesta.

"We had a blast hanging out with the Rider Challenge contestants," said Michael Fitzpatrick of Fitz & The Tantrums. "The show is a creative and fun way to give fans a sneak peek into the

day in the life of a band. When you're on the road it's the little comforts that make each day better."

"We're thrilled to take *The Rider Challenge* on the road in the new Ford Fiesta," said Crystal Worthem, manager of Brand Content and Alliances at Ford. "This car is all about taking fun and efficiency further, and we feel that the tour lifestyle and this creative competition provide a great backdrop to bring the vehicle to life for music fans."

Ford's involvement in *The Rider Challenge* expands beyond the road, as well. 'Agents' from the Fiesta Movement campaign – an unprecedented effort to introduce the vehicle through the stories and activities of 100 socially vibrant people across the country – will help provide clues and support to contestants as they race to complete the tour rider requests.

Beginning today, fans who follow *The Rider Challenge* will have the opportunity to win a concert fly-away package for two by submitting photos and videos answering the question "What's on Your Rider?" Entries will be judged by a panel of Live Nation experts for uniqueness, creativity, and overall entertainment value. Fans can enter up until Saturday, November 30th at www.livenation.com/riderchallenge.

No Purchase Necessary. Legal U.S. residents, 18 years or older. Begins 9/16/13 and ends 11/30/13. Void where prohibited. See www.livenation.com/riderchallenge for Official Rules and details. Sponsor: Ford Motor Company.

About Live Nation Entertainment:

Live Nation Entertainment (NYSE: LYV) is the world's leading live entertainment company comprised of four market leaders: Ticketmaster.com, Live Nation Concerts, Artist Nation Management and Live Nation Media/Sponsorship. For additional information, visit www.livenation.com/investors.



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About Ford Motor Company:

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 177,000 employees and 65 plants worldwide, the company's automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products worldwide, please visit <http://corporate.ford.com>.

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