

## TICKETMASTER TURNS TICKETS PINK FOR NATIONAL BREAST CANCER AWARENESS MONTH

- All Event Tickets Sold On Ticketmaster And NFL Ticket Exchange Are Pink For The Month Of October -
- Ticketmaster To Donate A Portion Of Proceeds From NFL Ticket Sales To Benefit Cancer Research And Treatment -

**LOS ANGELES AND NEW YORK (October 2, 2013)** – Continuing its annual tradition of supporting Breast Cancer Awareness month and the NFL’s ["A Crucial Catch"](#) breast cancer awareness campaign, Ticketmaster, a Live Nation Entertainment company (NYSE: LYV), announced today that it is again turning its tickets pink for the month of October to help raise awareness for [National Breast Cancer Awareness Month](#). Additionally, a portion of every NFL ticket sold on Ticketmaster and on [NFL Ticket Exchange](#), the official ticket resale marketplace of the NFL, in October will go toward the [American Cancer Society's](#) fight against breast cancer.

“By changing our iconic ticket pink during Breast Cancer Awareness Month, Ticketmaster is demonstrating its commitment to breast cancer awareness and supporting the NFL and the American Cancer Society in their fight against breast cancer,” said Jared Smith, president, Ticketmaster North America. “When NFL fans purchase their pink tickets, a portion of the sale is donated to the American Cancer Society, so they will know that they have contributed to combat this devastating disease.”

“The American Cancer Society has been leading the way in the fight to end breast cancer and all cancers for the last 100 years, funding lifesaving research while providing information, advocacy, and support for patients and families,” said Matt Coleman, director, cause branding development, American Cancer Society. “The continued support of Ticketmaster and the NFL, through programs such as the pink tickets and ‘A Crucial Catch,’ helps to fund our critical breast cancer outreach and awareness in communities across the U.S.”

“Breast cancer doesn’t just affect the lives of those with the disease; it also impacts millions of families and loved ones, which is why joining the American Cancer Society to finish the fight against breast cancer is so important,” Chris Hardart, NFL director of corporate development. “When it comes to beating breast cancer, we are all on the same team. Through programs such as our campaign, ‘A Crucial Catch,’ and Ticketmaster’s pink tickets, we are proud to support the fight against breast cancer.”

Fans can access NFL Ticket Exchange online at [NFL.com/TicketExchange](http://NFL.com/TicketExchange) or by calling (888) 635-5944. The NFL and its member clubs, in teaming up with Ticketmaster, launched NFL Ticket Exchange in 2008 to provide NFL ticket holders the most secure and reliable way to resell tickets.

To learn more about how you can get involved in the fight against breast cancer, please visit the American Cancer Society at <http://www.cancer.org/Involved/index> or join the conversation on [Facebook](#) and [Twitter](#).

### **About Live Nation Entertainment**

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

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