

LIVE NATION JOINS FORCES WITH PARALLEL CONTEMPORARY MUSIC TO ACCELERATE SPONSORSHIP GROWTH ACROSS ASIA

LOS ANGELES (Nov. 18, 2013) – Live Nation Entertainment, Inc. (NYSE: LYV) and Parallel Contemporary Music today announced that they have formed Live Nation Marketing Partnerships Asia Limited to provide live music based marketing solutions for international and local brands across Asia.

Live Nation operates in 10 markets across Asia through its own offices and in conjunction with local partners. It has promoted approximately 180 shows and sold 1.2 million tickets over the last two years in this rapidly developing region for live entertainment. Parallel Contemporary Music Chairman David Ciclitira, who will lead this new business, has been working with major brands in Asia for 20 years and in the last year alone has been instrumental in linking sponsors with several major artists across the region.

Michael Rapino, Live Nation Entertainment CEO and president said: “Having successfully grown our attendance figures in Asia, we now have the opportunity to develop high margin sponsorship opportunities in line with our established businesses in North America and Europe.”

Alan Ridgeway, Live Nation president of international & emerging markets, said: “I am delighted that David has agreed to lead our marketing partnership business in Asia. He has proven his ability to combine major consumer brands with artists, enabling both to grow their brand awareness in Asia.”

David Ciclitira said: “I am looking forward to working with the Live Nation team to bring increased value to both brands and artists, as well as working with these brands to enhance the customer experience at Live Nation’s events across Asia.”

In addition to leading this newly formed venture, Ciclitira will remain chairman of Parallel Media Group PLC (www.parallelmediagroup.com), a communications agency specializing in sport, entertainment and media and the prime recipient of the economic benefits of PCM. Prior to Parallel, he was a founding partner of the World Music Video Awards where he was instrumental in the creation of Broadcast Innovations (a then PMG subsidiary), the sponsorship agency for Pepsi that led the way in music marketing with trailblazing sponsorships including Michael Jackson, Tina Turner, Madonna and the Spice Girls.

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.



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