

The Mrs. Carter Show World Tour Starring BEYONCÉ

**2013 Tour kicks off in Europe April 15th
North American Tour Begins June 28th**

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NEW YORK, NY (February 3, 2013): 11:00 PM EST. – Parkwood Entertainment today announced that *The Mrs. Carter Show World Tour* starring **Beyoncé** kicks off in Europe on April 15, 2013. With stops in twenty European cities, including Dublin, Ireland; Berlin, Germany; Paris, France and a four-night stint at The O2 in London, UK, this is Beyoncé's first multi-city tour in over three years.

Live Nation also announced today that Beyoncé's North American Tour begins on June 28 in Los Angeles, California. The tour will travel to over twenty cities throughout North America this summer, including Brooklyn, New York at the Barclays Center, Atlanta, Georgia, at the Gwinnett Center, Houston, Texas at the Toyota Center, Toronto, Ontario at Air Canada Centre, and Boston, Massachusetts at TD Garden.

On June 28, Beyoncé returns to Los Angeles, California as part of the BET Experience At L.A. Live at the Staples Center. She is set to headline the first of the three-night STAPLES Concert series. And continuing her successful run at international music festivals, following a headlining night at Glastonbury in 2011, she is confirmed to headline at the world's largest music festival, Rock in Rio, on its first night, September 13 at the "City of Rock" in Rio de Janeiro, Brazil. Rock in Rio has set records for its massive crowds and its powerful media drive.

The Mrs. Carter Show World Tour promises to be the entertainer's most ambitious undertaking to date. It is expected to be bigger in scope than any of her previous shows. Slated to run for almost one year, the second wave of the tour is planned for Latin America, Australia and Asia.

Following her historic performance tonight at the Pepsi SuperBowl XLVII Halftime Show, in New Orleans, Louisiana, Beyoncé officially returns to a full-time touring schedule, her first since the I AM...WORLD TOUR in 2009, with a new, bolder state-of-the-art production.

Fans can join the Beyhive Blog for free at www.beyonce.com to access exclusive content, pre-sale tickets, VIP packages and more, including an exclusive MasterCard package to the Bey Stage. A limited number of tickets to *The Mrs. Carter Show World Tour* will be available early for purchase in the US and Europe. [Fans can sign up now for the chance to be among the first to purchase tickets.](#) [Public sales](#) for the European dates start on Friday, February 8. North American dates begin on Monday,

February 11, 2013 at www.ticketmaster.com. Pepsi, MasterCard and Coty sponsor *The Mrs. Carter Show World Tour*. A complete list of tour dates, markets and on-sale dates follow. Additional information including on-sale times in all markets, available at www.beyonce.com

Beyoncé's last tour, the critically acclaimed and incredibly successful, "I AM...WORLD TOUR" was ranked #1 on Billboard's Hot Tour chart. The show thrilled more than 1.1 million fans at more than one hundred shows in 32 countries and six continents across the globe.

Beyoncé is one of the most widely recognized and highly respected women in pop culture. A solo recording artist, actress, philanthropist and businesswoman, she has released four #1 solo albums and has sold over 75 million albums worldwide. Her work has earned her numerous awards and accolades, including 16 Grammy Awards. Billboard named her the Top Female Artist and Top Radio Songs Artist of the 2000s decade. The Recording Industry Association of America also recognized Beyoncé as the Top Certified Artist of the 2000s.

The critics have consistently praised her energetic stage shows likening her to the best entertainers of the past with her own brand of sass and class that makes her the artist of the future. "Beyoncé has a breathtaking need to entertain," said Ben Ratliff of the New York Times and Chantal Eustace of the Vancouver Sun summed it up writing, "Beyoncé twisted all the theatrics into her musical performance flawlessly, demonstrating her many talents as an artist."

On February 16, HBO will premiere *Life Is But A Dream*, an intimate feature-length documentary film directed and produced by Beyoncé for Parkwood Entertainment. The film provides unprecedented access into the on and off-stage world of the entertainer.

The North American tour is promoted by Live Nation Global Touring and is produced by Parkwood Entertainment.

About 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, Artist Nation 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. Artist Nation 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.

About PepsiCo:

PepsiCo is a global food and beverage leader with net revenues of more than \$65 billion and a product portfolio that includes 22 brands that generate more than \$1 billion each in annual retail sales. Our main businesses – Quaker, Tropicana, Gatorade, Frito-Lay and Pepsi-Cola – make hundreds of enjoyable foods and beverages that are loved throughout the world. PepsiCo's

people are united by our unique commitment to sustainable growth by investing in a healthier future for people and our planet, which we believe also, means a more successful future for PepsiCo. We call this commitment Performance with Purpose: PepsiCo's promise to provide a wide range of foods and beverages for local tastes; to find innovative ways to minimize our impact on the environment by conserving energy and water and reducing packaging volume; to provide a great workplace for our associates; and to respect, support and invest in the local communities where we operate. For more information, please visit <http://www.pepsico.com>

About

MasterCard:

MasterCard (NYSE: MA), www.mastercard.com, is a technology company in the global payments industry. We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. MasterCard's products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter [@MasterCardNews](https://twitter.com/MasterCardNews), join the discussion on the [Cashless Conversations Blog](#) and [subscribe](#) for the latest [news](#).

About Coty Inc.:

Coty is a new emerging leader in beauty with net revenues of \$4.6 billion for the fiscal year ended June 30, 2012. Founded in Paris in 1904, Coty is a pure play beauty company with a portfolio of well-known fragrances, color cosmetics and skin & body care products sold in over 130 countries and territories. Coty's product offerings include such global brands as Adidas, Beyoncé, Calvin Klein, Chloé, Davidoff, Marc Jacobs, OPI, Philosophy, Playboy, Rimmel and Sally Hansen.

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WORLD TOUR 2013 ITINERARY

EUROPE:

April 15	Belgrade, Serbi	Kombank Arena	On Sale Mon. Feb 11
April 17	Zagreb, Croatia	Arena Zagreb	On Sale Mon. Feb 11
April 19	Bratislava, Slovakia	Slovnaft Arena	On Sale Fri. Feb 8
April 22	Amsterdam, Holland	Ziggo Dome	On Sale Fri. Feb 8
April 24	Paris, France	Palais Omnisports de Paris-Bercy	On Sale Mon. Feb 11
April 25	Paris, France	Palais Omnisports de Paris-Bercy	On Sale Mon. Feb 11
April 26	Birmingham, UK	LG Arena	On Sale Sat. Feb 23
April 29	London, UK	The O2	On Sale Sat. Feb 23
April 30	London, UK	The O2	On Sale Sat. Feb 23
May 01	London, UK	The O2	On Sale Sat. Feb 23
May 03	London, UK	The O2	On Sale Sat. Feb 23
May 07	Manchester, UK	Manchester Arena	On Sale Sat. Feb 23
May 11	Dublin, Ireland	The O2	On Sale Mon. Feb 11
May 12	Dublin, Ireland	The O2	On Sale Mon. Feb 11
May 14	Antwerp, Belgium	Sportpaleis	On Sale Fri. Feb 8
May 17	Zurich, Switzerland	Hallenstadion	On Sale Mon. Feb 11
May 18	Milan, Italy	Mediolanum Forum	On Sale Fri. Feb 8
May 20	Montpellier, France	Park & Suites Arena	On Sale Mon. Feb 11
May 22	Munich, Germany	Olympiahalle	On Sale Fri. Feb 15
May 24	Berlin, Germany	O2 World	On Sale Fri. Feb 15
May 25	Warsaw, Poland	National Stadium—Orange Warsaw Festival	
May 27	Copenhagen, Denmark	Forum	On Sale Mon. Feb 11
May 28	Oslo, Norway	Telenor Arena	On Sale Mon. Feb 11
May 29	Stockholm, Sweden	Ericsson Globe Arena	On Sale Mon. Feb 11

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NORTH AMERICA:

June 28	Los Angeles	BET Experience/Staples Center	On Sale Mon. Feb. 11
Jun-29	Las Vegas, NV	MGM Grand Garden Arena	On Sale Mon. Feb. 11
Jul-2	San Jose, CA	HP Pavilion at San Jose	On Sale Mon. Feb. 11
Jul-5	Oklahoma City, OK	Chesapeake Energy Arena	On Sale Fri. Feb. 15
Jul-6	Dallas, TX	American Airlines Center	On Sale Mon. Feb. 11
Jul-9	Ft. Lauderdale, FL	BB&T Center	On Sale Mon. Feb. 11
Jul-10	Miami, FL	American Airlines Arena	On Sale Mon. Feb. 11
Jul-12	Atlanta, GA	The Arena @ Gwinnett Center	On Sale Sat. Feb. 16
Jul-13	Nashville, TN	Bridgestone Arena	On Sale Fri. Feb. 15
Jul-15	Houston, TX	Toyota Center	On Sale Mon. Feb. 11
Jul-17	Chicago, IL	United Center	On Sale Mon. Feb. 11
Jul-18	St. Paul, MN	Xcel Energy Center	On Sale Fri. Feb. 15
Jul-20	Detroit, MI	The Palace of Auburn Hills	On Sale Mon. Feb. 11
Jul-21	Toronto, ON	Air Canada Centre	On Sale Mon. Feb. 11
Jul-22	Montreal, QC	Bell Centre	On Sale Sat. Feb. 9
Jul-23	Boston, MA	TD Garden	On Sale Mon. Feb. 11
Jul-25	Philadelphia, PA	Wells Fargo Center	On Sale Fri. Feb. 15
Jul-26	Atlantic City, NJ	Boardwalk Hall	On Sale Fri. Feb. 15
Jul-27	Charlotte, NC	Time Warner Cable Arena	On Sale Fri. Feb. 15
Jul-29	Washington, DC	Verizon Center	On Sale Mon. Feb. 11
Aug-2	Uncasville, CT	Mohegan Sun	On Sale Fri. Feb. 15
Aug-3	Brooklyn, NY	Barclays Center	On Sale Mon. Feb. 11

For complete tour and ticketing information, please visit www.livenation.com and www.beyonce.com

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