

## **TICKETMASTER INTRODUCES DIGITAL TICKET TRANSFER**

### ***- Fans Can Electronically Transfer Tickets Free of Charge -***

LOS ANGELES (February 12, 2013) –Ticketmaster, a Live Nation Entertainment company (NYSE: LYV), unveiled the next generation in ticket technology, launching digital ticket transfer for North American Ticketmaster tickets. Fans can now digitally transfer 100% authenticated tickets to other event goers at no cost, directly from their Ticketmaster accounts online.

“As the industry leader, Ticketmaster continues to introduce transformational products that revolutionize the fan and client experience,” said Michael Rapino, CEO of Live Nation Entertainment. “Digital transfer technology is the latest innovative feature in a broad portfolio of enhancements that we have delivered against our strategic roadmap. We will continue to set new standards in the ticketing business.”

Ticketmaster’s digital ticket transfer technology works with all ticket types. Ticket Transfer allows fans to get tickets into the hands of their friends and family almost instantly. This transfer technology leverages Ticketmaster’s unique ability to reissue bar codes. Through the transfer process, the original barcode is invalidated and the recipient receives a digital ticket with a reissued barcode, enabling the seamless transfer of paper ticket to digital, print at home tickets to digital, etc.

Digital transfer via mobile devices will be available directly within the Ticketmaster App this spring in time for the start of the summer concert season.

“We are fanatical about making the ticket buying process more fan-friendly,” continued Rapino. “Our Ticket Transfer lets buyers transfer their tickets to others for free online and is the most trustworthy, fastest, easiest, and environmentally-conscious way ever introduced.”

### How It Works

To transfer tickets, fans simply login to their “My Ticketmaster” account on [www.ticketmaster.com](http://www.ticketmaster.com). Fans click the order number of the tickets they wish to transfer and the “Transfer Tickets” button. Finally, the fan enters the name and email address of each recipient and selects which tickets to transfer.

To receive the tickets, the recipient will click “Accept Tickets” in the ticket transfer email Ticketmaster sends. The receiving fan will then sign into “My Ticketmaster” or create an account if they do not have one, enter the delivery method, and the tickets are transferred.

### About Live Nation Entertainment

Live Nation Entertainment is the world’s leading live entertainment and ecommerce company, comprised of four market leaders: [Ticketmaster.com](http://Ticketmaster.com), Live Nation Concerts, Artist Nation and Live Nation Network. [Ticketmaster.com](http://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](http://www.livenation.com/investors).

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