

TICKETMASTER LAUNCHES NEW, INNOVATIVE CAPTCHA SOLUTIONS, MAKING THE FAN EXPERIENCE BETTER

- New Online and Mobile Solutions Effective in Blocking Scalpers' BOTS-

LOS ANGELES (January 30, 2013) –Ticketmaster, a Live Nation Entertainment company (NYSE: LYV), is beginning the process of upgrading the hard to read squiggly lines with new, friendlier, easier to use solutions provided on their mobile Ticketmaster Apps and online. These solutions will improve the fan experience and are designed to be more effective in blocking BOTS, automated computer programs that some scalpers use to grab tickets before real fans have an opportunity.

"Ticketmaster is passionate about the fan experience and we relentlessly pursue ways to make ticket buying more fan-friendly," said Nathan Hubbard, CEO of Ticketmaster. "While an important step in blocking BOTS, we know the current CAPTCHA solution has been a frustrating part of buying tickets for fans. By working with Solve Media and deploying our own innovative mobile solution, we're leading the industry forward through our buying experience and the aggressive fight against BOTS."

On Ticketmaster.com, Ticketmaster partnered with Solve Media. During the purchase process, fans will be presented with phrases, questions or ads from Solve Media instead of the normal, hard to read mix of characters that needed to be deciphered before proceeding with the transaction. This new solution is proven to be a much better user experience and effective at keeping BOTS out of the buying process.

"We are excited to work with Ticketmaster to make the purchase process as painless and efficient for fans as possible," says Ari Jacoby, CEO of Solve Media. "At Solve Media, we take complex problems and create simple solutions. With our proprietary TYPE-IN™ technology, consumers can solve CAPTCHAs in half the time it takes to decipher the outmoded squiggly number and letter CAPTCHAs. Our security platform makes it difficult for BOTS to affect the system, allowing for better user experience and premium branding opportunities."

Ticketmaster has also developed an innovative mobile solution that leverages the ‘push’ notification feature on mobile phone applications. Fans using the Ticketmaster Apps will be authorized by a ‘push’ notification in the background during the purchase process that will allow them to bypass the existing type-in CAPTCHA security.

“Our goal is to improve the fan experience while providing security from BOTS and in the case of our mobile apps, we found a way to remove the type-in step completely,” said Hubbard.

About Solve Media

Solve Media (www.SolveMedia.com) was founded by veteran entrepreneurs and technologists focused on innovative Internet advertising and security solutions. The company’s proprietary online advertising platform, the TYPE-IN™, was designed to create highly effective opportunities for brands to engage online. With the platform, Solve Media guarantees brand message delivery, brand lift and return on investment for advertisers. Additionally, the platform creates new revenue opportunities for publishers, and saves time for consumers. Backed by First Round Capital, New Atlantic Ventures, AOL Ventures, Bullpen Capital and prominent angel investors, Solve Media is based in New York City and Philadelphia.

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.



Press Release

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Media Contact:

Jacqueline Peterson

jacqueline.peterson@ticketmaster.com

310.360.3051