

LIVE NATION AND MOTOROLA EXTEND RELATIONSHIP, LAUNCH THE DISCOVERY PROJECT COMPETITIONS FOR ART INSTALLATION, COSTUME AND STAGE DESIGN

– *Winners to Have Their Original Art Displayed at EDC New York and EDC Las Vegas* –

– *BLAUS Wins Discovery Project DJ Competition* –

LOS ANGELES (April 4, 2014) – Live Nation Entertainment (NYSE: LYV) and **Motorola** announced an extension of their relationship with the launch of **The Discovery Project**. Continuing with their mission to engage electronic dance music (EDM) fans across multiple live event, social media and mobile platforms, this project provides a unique way for fans to share personal stories of self-expression in EDM. For more information please visit www.discoveryproject.com.



By participating in The Discovery Project, contestants compete for the once-in-a-lifetime chance to have their individual creations displayed at select Insomniac events. There are four categories: music, costume

design, art installation and stage design. One person from each category will win the opportunity to meet with a mentor and will see his or her creations revealed at the festival in front of thousands of attendees.

"We're always striving to provide an over-the-top, unparalleled live entertainment experiential bond between fans and brands," said Russell Wallach, president of media and sponsorship, Live Nation Entertainment. "We saw the success of the Moto X Kandi Shop and LED towers with Motorola and wanted to build upon that. With that in mind, the natural next step was to find a way for attendees to become more than just spectators. We want them to become actual creators and curators of our festival content as well."

The winners of the Discovery Project DJ competition are DJs/producers BLAUS, brothers from San Francisco. As part of their prize, they had the opportunity to perform at a recent Insomniac event and participated in a mentoring session with DJ Laidback Luke and a Moto X Mentor.

"From a marketing and branding standpoint, there is an intuitive synergy that we couldn't be more excited about," said Barry Smyth, director marketing communications, Motorola. "Our brand is about self-expression and so is The Discovery Project. It gives us a chance to recognize and reward music enthusiasts' own artistic endeavors, and for them to experience how our products and music accessories can support and enhance their creative work."

Originally launched in December, this Live Nation and Motorola partnership marks the first time that a brand targeted fan experiences that celebrate the EDM culture, music and lifestyle. It includes the installation of the first ever Moto X Kandi Shop, where event attendees designed their own Kandi bracelets on festival sites, and the construction of a 6-story tall LED tower, with spectacular light displays. Additional partnership initiatives will continue to emerge throughout the year at various Live Nation EDM events.

Insomniac Founder & CEO, Pasquale Rotella said: "These events are all about creativity, individuality and expression. You see it in the performances, in what attendees wear, in the elaborate stage designs, the festival grounds themselves and the intricate pyrotechnics. Now, we're taking it to the next level by bringing yet another way for fans to experience our festivals."

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.LiveNationEntertainment.com.



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