

AVICII ANNOUNCES #TRUETOIR FOR NORTH AMERICA

#TRUETOIR Will Visit New York City, Toronto, Washington DC, Boston, Phoenix, Houston and Chicago

Tickets On Sale Friday, January 31 @ 12:00 PM Local Time Thru The Live Nation Mobile App And At LiveNation.com

January 23, 2014 (Los Angeles, CA) - Chart-topping, DJ/producer **Avicii** announced today that he will be launching his North American **#TRUETOIR**. Promoted exclusively by Live Nation and produced by At Night Management, the tour will kick off on **April 10** in Boston, MA at the TD Garden and visit several major cities throughout North America including New York City, Toronto, Washington D.C., Phoenix, Houston and Chicago with additional cities to be announced later this year. Tickets are on sale starting Friday, January 31 at 12:00 PM local time through the Live Nation mobile app and at www.livenation.com.



Avicii is renowned for his spectacular live shows, bringing audiences to ecstatic moments of party bliss and ‘driving the crowd bonkers’ (*Rolling Stone*). The highly-anticipated tour that sold out shows in minutes in cities throughout Europe including London, Stockholm, Paris and Amsterdam, will showcase an all-new, world-class production.

After just three years of performing, **Avicii** rocketed to the #3 position on DJ Mag's yearly poll of the Top 100 DJs and has appeared on *Forbes* Most Powerful Artists Under 30 in 2013 and 2014. His first album, last year's TRUE, was named Album of the Year by Elektro while the New York Times called Avicii "savvy and timely," and "an artist carrying today – and tomorrow – on his shoulders." Dancing Astronaut wrote, "...timeless...an hour of excellence." "**Wake Me Up**," the first single from the album, reached #1 in 81 countries, sold over 8.5 million copies worldwide and is a triple platinum-certified single in the US. The song's video has been watched over 235 million times on YouTube alone with views continuing to grow each day. "**Hey Brother**," his current single, is exploding at radio while its video has received raves around the world. Watch the video here: <http://www.youtube.com/watch?v=6Cp6mKbRTQY>

#TRUETOUR NORTH AMERICAN TOUR DATES - All dates and venues below subject to change.

April 10	Boston, MA	TD Garden
April 12	Washington, D.C.	Jiffy Lube Live
May 8	Phoenix, AZ	Ak-Chin Pavilion
May 11	Houston, TX	Toyota Center
May 15	Chicago, IL	Allstate Arena
May 17	Toronto, ON	Rogers Centre
June 28	Brooklyn, NY	Barclays Center

For more information about **#TrueTour**, visit:

www.avicii.com

www.facebook.com/avicii

www.twitter.com/avicii

www.instagram.com/avicii

About Avicii:

Avicii broke out with his international mega-hit "Le7els" which conquered club charts worldwide, garnered over 83 million YouTube views and sold over 4 million singles; and "Silhouettes," which netted over 40 million views. 24-year old Avicii leads the next generation of electronic music producers to explode, propelling him into the ranks of superstar DJs who are able to perform to massive crowds. He is the face of Denim and Supply Ralph Lauren which has been a true creative partnership between Avicii and the brand. Avicii and manager Ash Pournouri have donated over \$2.5 million to hunger initiatives through their House for Hunger charity, including royalties from Avicii X You, the first ever worldwide music collaboration.

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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