

NFL TICKET EXCHANGE POWERED BY TICKETMASTER

– Thousands of Verified Tickets, One Location –

*– NFL Ticket Exchange Kicks Off the 2014 NFL Season with Expanded
Interactive Ticketing Options and Digital Features for Football Fans –*



LOS ANGELES and NEW YORK (Sept. 9, 2014) –

Connecting football fans to NFL action like never before, the National Football League and Ticketmaster, a division of Live Nation Entertainment (NYSE: LYV), are kicking off the 2014 NFL season with an array of innovative and

interactive digital and mobile ticket-buying features.

Marking its seventh season as the Official Ticket Exchange of the NFL, NFL Ticket Exchange offers tickets for all 32 NFL clubs and features Ticketmaster's exclusive barcode transfer technology, which electronically validates each ticket sold and then reissues it in the new purchaser's name. While other resale sites may offer fans their money back if they are turned away at the gate with invalid tickets, NFL Ticket Exchange is the only resale marketplace that can guarantee every ticket is valid for admission, providing fans a level of security that no other resale site can match. Additionally, all regular season tickets are electronically delivered and available for printing within minutes of purchase.

Adding further convenience, through NFL Mobile from Verizon or Ticketmaster's mobile app, fans can access all available, verified NFL ticket options for sale from teams, fans and other sellers directly from their mobile phones. The Ticketmaster app is engineered to optimize the mobile ticketing experience for fans, making it easier than ever to find, buy, transfer and sell their NFL tickets. For select games, fans can utilize the Ticketmaster app to gain entrance to the stadium by presenting just their qualified mobile phone. Fans can download the free Ticketmaster app from Ticketmaster.com/Mobile or any major app store. To download NFL Mobile from Verizon for free go to NFL.com/Mobile or any major app store.

Fans looking for NFL tickets should visit NFL.com/Tickets, NFLTicketExchange.com or call (888) 635-5944.

About Live Nation Entertainment



Press Release

Live Nation Entertainment (NYSE: LYV) is the world's leading live entertainment company comprised of global market leaders: Ticketmaster, Live Nation & House of Blues Concerts, LN Media and Artist Nation Management. For additional information, visit: www.livenationentertainment.com.

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