

LIVE NATION ENTERTAINMENT® AND THE AMERICAN CANCER SOCIETY® WORK TOGETHER ONCE AGAIN TO RAISE FUNDS FOR THE FIGHT AGAINST CANCER

– Fans Who Donate \$50 or More to the American Cancer Society on Ticketmaster.com and LiveNation.com Will Receive a Redeemable tm ticket cash™ Code –



LOS ANGELES (June 02, 2014) – From now until Friday, Oct. 31, Live Nation Entertainment will work once again with the American Cancer Society to promote awareness about cancer issues and raise much-needed funds for the fight against cancer. For every \$50 that fans donate through Ticketmaster.com and LiveNation.com, they will receive a *tm* ticket cash™ code, redeemable for \$10 off future ticket

purchase for select sports, music and theater events.

“Together with the American Cancer Society, we are pleased to offer our fans this token of appreciation for taking part in the fight against cancer,” said Jared Smith, president of Ticketmaster North America. “Their generous donations will enable, our partner, the American Cancer Society, to continue the critical work that it has done for more than a century, which is truly a win-win for everyone.”

“Countless friends and loved ones continue to hear the words ‘you have cancer’, but with the contributions of Live Nation fans across the world we will save more lives and change the course of the disease,” said Lin Mac Master, chief revenue, marketing and communications officer for the American Cancer Society. “Partnerships like this are essential to our life-saving work and will help finish the fight against cancer.”

Fans who contribute will receive a one-time voucher code, applicable for \$10 off their final ticket purchase for select events on Ticketmaster.com and LiveNation.com. Fans can donate to the American Cancer Society at www.cancer.org/ticketcash and receive one code per transaction. Code has set expiration date of December 31, 2014 and is redeemable online via www.ticketmaster.com/ACS.

For more than 100 years, the American Cancer Society has been leading the way to transform cancer from deadly to preventable. Its work spans nationally and internationally, and includes funding cancer

research, providing public education, advocating local, state and federal government, and offering free service programs to cancer patients and caregivers.

Ticketmaster and the American Cancer Society have collaborated together since 2012, including on two National Breast Cancer Awareness Month campaigns and on an October 2013 fundraising project with the National Football League.

Additional collaborations between the two organizations will be announced in the upcoming months.

About Live Nation Entertainment

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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About the American Cancer Society

The American Cancer Society is a global grassroots force of more than three million volunteers saving lives and fighting for every birthday threatened by every cancer in every community. As the largest voluntary health organization, the Society's efforts have contributed to a 20 percent decline in cancer death rates in the U.S. since 1991, and a 50 percent drop in smoking rates. Thanks to our progress, nearly 14 million Americans who have had cancer and countless more who have avoided it will celebrate more birthdays this year. As we mark our 100th birthday in 2013, we're determined to finish the fight against cancer. We're finding cures as the nation's largest private, not-for-profit investor in cancer research, ensuring people facing cancer have the help they need and continuing the fight for access to quality health care, lifesaving screenings, clean air, and more. For more information, to get help, or to join the fight, call us anytime, day or night, at 1-800-227-2345 or visit cancer.org.

SOURCE: Live Nation Entertainment

Media Contact:

Jacqueline Peterson

jacquelinepeterson@livenation.com

310.360.3051