



PORTLAND TRAIL BLAZERS AND MODA CENTER SELECT TICKETMASTER TO DELIVER TICKETING SERVICES AND IMPROVED FAN EXPERIENCES

- Portland Trail Blazers Rejoin 25 NBA Teams Using Ticketmaster -

LOS ANGELES and PORTLAND (Feb. 19, 2014) – Ticketmaster, a division of Live Nation Entertainment (NYSE: LYV), announced today a long-term contract with the Portland Trail Blazers and the Rose Quarter, which includes the team's home arena, the MODA CENTER, and the adjacent Veterans Memorial Coliseum. The Trail Blazers return to Ticketmaster's ticketing services, rejoining 25 of NBA teams already leveraging Ticketmaster's platform. Trail Blazers fans will have a comprehensive online ticketing destination that will offer them all of the available ticket options for upcoming games.

"We are pleased to return to Ticketmaster at such an opportune time for our company, venues and fans," said Chris McGowan, president and CEO of the Portland Trail Blazers and Moda Center. "As we continue to look to the future of digital ticketing, extensive data and analytics, it is clear that Ticketmaster has the vision and capacity to help us achieve our goals and drive our business forward. Ticketmaster's ongoing investment in their technology continues to deliver industry-leading, innovative products."

"We are pushing the envelope in product development, delivering more products and services in the last 18 months than in the entire history of the company and we are delighted to bring the Trail Blazers back on to the system and provide the team and their fans the very best ticketing experience possible," said Jared Smith, president of Ticketmaster North America.

With a relentless focus on innovation to deliver new features, improved services, extensive partner program and an enhanced fan experience, Ticketmaster has renewed long-term contracts with dozens of sports and entertainment organizations across North America. The renewing clients rejoin more than 12,000 global Ticketmaster clients and span the entire spectrum of professional sports from football, baseball, hockey, motor sports and basketball and include college sports, major arenas and theatres.

A partial list of renewing clients includes: Portland Trail Blazers, Moda Center and Veterans Memorial Coliseum; Palace Sports & Entertainment (Detroit Pistons, Palace at Auburn Hills, and DTE Energy Center); SAP Center and the San Jose Sharks; Atlanta Spirit (Philips Arena and Atlanta Hawks); Bridgestone Arena and Nashville Predators; Phoenix Suns and US Airways Center; New Orleans Pelicans; New Orleans Saints; Seattle Mariners, Los Angeles Angels of Anaheim; UCLA; Speedway Motor Inc.; Oakland Raiders; Arizona Cardinals and the Tacoma Dome.

Highlights of the products and services Ticketmaster has delivered in the last 18 months include:

A new Reporting & Analytics Portal – combining the deep consumer insights from an entire portfolio of mobile, social and online applications—including world-leading live event site, Ticketmaster.com—with the sophisticated data analysis capabilities of Ticketmaster LiveAnalytics. The Reporting app is a fully customizable decision-making tool for every management employee at a venue, from the CEO to the Box Office Manager;

A new innovative Pricing & Inventory Control System – enabling clients to maximize ticket sales revenue through a self-service portal featuring the ability to view sales trends on a graphical seat map, manager price scaling and price changes—including automating approval workflows—and providing automated sales alerts to key decision makers;

TM+ – Ticketmaster’s revolutionary new resale marketplace, currently in beta. It is a new feature that allows fans to see all their safe ticket options in a single place. With TM+, fans can see and buy both primary options offered directly by venues and teams as well as tickets that fans and brokers have for resale. In both cases, all tickets listed are 100% authentic and issued as brand new tickets directly to the buyer; and

TM Certified Partner Program – the industry’s deepest third party partner program, enabling seamless integrations of a broad set of solutions to the Ticketmaster ticketing system including data warehousing, customer relationship management tools, access control and loyalty programs, food and beverage and retail point of sales systems, third party distribution partners, and much more.

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. Follow us @twitter.com/LiveNationInc

About the Portland Trail Blazers

Members of the National Basketball Association (NBA), the Portland Trail Blazers were founded in 1970 and purchased by Paul G. Allen in 1988. The team’s rich heritage includes 29 playoff appearances, three trips to the NBA Finals, an NBA championship in 1977 and a commitment to community service and sustainability. With a corporate mission to make it better in the community, the Trail Blazers strive to help

children and their families throughout Oregon and Southwest Washington live, learn and play. The Trail Blazers are the first and only professional sports franchise to receive the prestigious National Points of Light Award for excellence in corporate and community service. The Trail Blazers home arena, the Moda Center, became the first existing professional sports venue in the world to receive LEED Gold Certification. The team is also one of the founding members of the Green Sports Alliance. For more information, visit trailblazers.com.

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