



# HOLLYWOOD *Casino*

## AMPHITHEATRE

### LIVE NATION'S ST. LOUIS AMPHITHEATRE GETS A NEW NAME: HOLLYWOOD CASINO AMPHITHEATRE

**ST. LOUIS (Dec. 17, 2014)** – Live Nation today announced a multi-year agreement with Hollywood Casino, a casino owned and operated by Penn National Gaming, to become the new name-in-title sponsor of their popular amphitheatre located in Maryland Heights near St. Louis. **The new venue name is Hollywood Casino Amphitheatre.**

“This relationship with our next-door neighbor allows us to deepen our roots in the St. Louis region, further committing and connecting to the customers we serve,” said Hollywood Casino General Manager, Todd George. “The cooperative marketing opportunities with Live Nation via the venue are so huge, we jumped at the chance to be part of the amphitheatre experience. This just makes sense in so many ways.”

In 2014 the venue, formerly known as the Verizon Wireless Amphitheater, hosted approximately 400,000 guests and showcased talent such as James Taylor, Journey, Toby Mac, Mötley Crüe, Jason Aldean, Goo Goo Dolls, 311 and OneRepublic. It was the highest show count since the 2002 season. Foo Fighters, Warped Tour and Nickelback are just a few of the many exciting shows lined up for the Hollywood Casino Amphitheatre 2015 season.

“We couldn’t be happier to enter into this marketing relationship with the Hollywood Casino at our premier live entertainment venue in St. Louis,” said Dave Gerardi, President of Live Nation Midwest. “Their physical proximity, entrepreneurial spirit and positive synergies make this sponsorship alliance a great fit, enabling them to reach, engage and connect with live music fans at our venue.”

The Hollywood Casino Amphitheatre attracts large crowds with its 21,000 person capacity, state-of-the-art sound system and six video screens surrounding the artist-driven venue. The compelling atmosphere of the amphitheatre, integrated with top artist performances, delivers an emotional experience unlike any other live show. The Hollywood Casino Amphitheatre made its first appearance when it opened on June 14, 1991, with a stellar performance by Steve Winwood.

Upon opening in May 2012, Hollywood Casino in St. Louis enjoyed excellent reviews. The facility features more than 2,100 slots and video poker machines, 70+ table games, superb restaurants, a full-service

hotel with over 455 deluxe rooms and 47 suites, plus fitness center, bars and lounges. Now the property has its name on the popular Live Nation St. Louis outdoor music venue.

### **About Hollywood Casino**

Hollywood Casino St. Louis is located in Maryland Heights, Missouri, directly off I-70, approximately eight miles west of Lambert St. Louis International Airport. Hollywood has over 120,000 square feet of newly renovated, state of the art gaming space, a 500 guestroom hotel, and countless other entertainment amenities, including Boogie Nights, Final Cut Steakhouse, Charlie Gitto's, Phat Tai and several other entertainment venues.

### **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 Concerts, Live Nation Media & Sponsorship and Artist Nation Management. For additional information, visit [www.livenationentertainment.com](http://www.livenationentertainment.com).

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