

THE AMERICAN CANCER SOCIETY LAUNCHES 'ROCK OUT AND SAVE LIVES' GET AND GIVE TICKETMASTER TICKET CASH PROMOTION WITH LIVE NATION ENTERTAINMENT

– Musicians OneRepublic, Paulina Rubio, Nelly, Justin Moore, 3lau, Capital Cities, Botnek and More Are Coming Together to Spread the Message of This Promotion –



LOS ANGELES (Nov. 20, 2014) – Live Nation Entertainment announced today the American Cancer Society's (ACS) 'Rock Out and Save Lives' Get and Give Ticketmaster Ticket Cash™ promotion, in which anyone who donates to the American Cancer Society will receive the same value in Ticketmaster Ticket Cash codes (up to \$100).

"We are energized by this opportunity to raise awareness and funds, and to expand our lifesaving work through 'Rock Out and Save Lives,'" said Daniela Campari, senior vice president of integrated marketing and revenue for the American Cancer Society. "It's a powerful way to encourage people to be bold and take action against cancer."

The goal is to bring cancer awareness to fans this holiday season with the gift of giving. Live Nation Entertainment is enlisting artists, including OneRepublic, Nelly, Justin Moore, Paulina Rubio, 3lau, Capital Cities and Botnek, to help promote the program through social feeds in the American Cancer Society's fight against cancer. The promotion will kick off on Thursday, Nov. 20 with the last day to donate being Wednesday, Dec. 31.

"We're looking forward to supporting the unique opportunity the American Cancer Society and Ticketmaster have created together in giving back this year," said Ryan Tedder, songwriter and lead singer of OneRepublic.

Artists will use social feeds like Twitter and Facebook to promote the program and direct fans to a microsite where they will learn about the promotion and enter in their donations to ACS for Ticketmaster Ticket Cash™. Donate in increments of \$10, \$25, \$50, \$75 or \$100 and receive that same value in Ticketmaster Ticket Cash codes. Codes will be valid until April 30, 2015 and may be used for events sold on Ticketmaster, including sports, theater, concerts, family and special events.

"We're honored to provide a platform encouraging our passionate fan base to donate to a terrific cause—and allow them access to their favorite artists in the process," said Russell Wallach, president, Live Nation

Media & Sponsorship. "Social media is a powerful medium to get the word out on this great initiative, and we are thankful for our artist partners who have agreed to participate."

The American Cancer Society and Live Nation Entertainment have frequently joined forces over the past three years to raise funds and bring awareness about cancer to fans. Past collaborations have included two National Breast Cancer Awareness Month campaigns and an October 2013 fundraising project with the National Football League.

Every donation given to the American Cancer Society helps people fight cancer and lead the search for cancer's causes and cures. With the "Get and Give" program, the American Cancer Society and Live Nation Entertainment collectively hope for a great outcome this holiday season.

To learn more about the American Cancer Society and events visit the American Cancer Society's Facebook page: www.facebook.com/AmericanCancerSociety.

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.



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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.

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