

NHL TICKET EXCHANGE™ OPENS FOR THE 2014-15 NHL SEASON OFFERING HOCKEY FANS THOUSANDS OF REAL TICKETS VERIFIED BY TICKETMASTER

– Ticketmaster to Provide Comprehensive Ticketing Solution for All NHL Events Including 2015 Bridgestone NHL Winter Classic™ and 2015 Coors Light NHL Stadium Series™ –



NHL TICKET EXCHANGE™

NEW YORK and LOS ANGELES (Oct. 22, 2014) – The National Hockey League (NHL®) and Ticketmaster, a Live Nation Entertainment company (NYSE: LYV), today announced

the launch of *NHL Ticket Exchange™* (www.nhl.com/ticketexchange), the Official Ticket Exchange of the NHL®, for the 2014-15 NHL season. The only resale marketplace approved by the NHL, *NHL Ticket Exchange* is fully integrated with Ticketmaster's exclusive barcode verification technology, which enables fans to receive validated, reissued tickets each with a new, unique barcode and printed with their own name. Fans also have access to enhanced conveniences including powerful search options and print-at-home technology enabling instant ticket download at no additional charge—right up to game day.

Additionally, through *NHL Ticket Exchange*, all fans—from single ticket buyers to season ticket holders—seeking to sell their NHL tickets can do so in a dependable, secure and League-approved way. Season ticket holders are able to access *NHL Ticket Exchange* and manage all of their game tickets through their team's "Account Manager" site, powered by Ticketmaster.

For select NHL games, fans can shop on Ticketmaster.com to see tickets available from the teams alongside tickets being resold by fans. These select events feature interactive, color-coded seat maps that display all available tickets for upcoming games in one, secure, convenient location. Adding further convenience, hockey fans can download the free Ticketmaster app to view and purchase hockey tickets directly from their mobile phone. 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 NHL 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 Ticketmaster app from Ticketmaster.com/Mobile or any major app store.

Also this season, Ticketmaster once again is the exclusive ticketing provider for all NHL® marquee events, including the 2015 Bridgestone NHL Winter Classic®, 2015 Coors Light NHL Stadium Series™, 2015 NHL® All-Star Game and 2015 NHL Awards™. Ticketmaster also provides primary ticket services, including advance and onsite single game ticket sales, season ticketing and group ticketing for 24 NHL teams.

Fans can access *NHL Ticket Exchange* via NHL.com and Ticketmaster.com or directly at NHL.com/TicketExchange.

About the NHL

The National Hockey League (NHL®), founded in 1917, consists of 30 Member Clubs, each reflecting the League's international makeup with players from more than 20 countries represented on team rosters, vying for the most cherished and historic trophy in professional sports – the Stanley Cup®. Every year the NHL entertains more than 250 million fans in-arena and through its partners on national television and radio; more than 10 million fans on its social platforms; and more than 300 million fans online at NHL.com. In Canada, the 2014-15 season marks the beginning of a landmark 12-year broadcast and multimedia agreement with Rogers Communications, which includes national rights to NHL games on all platforms in all languages. In the U.S., the NHL is in the fourth season of its 10-year agreement with NBC and NBCSN, the 10th consecutive season both networks have served as national television partners. The NHL is committed to giving back to the community with programs including: *Hockey is for Everyone*™, which supports nonprofit youth hockey organizations across North America; *Hockey Fights Cancer*™, raising money for local and national cancer organizations; NHL Green™, which is committed to pursuing sustainable business practices; and a partnership with the You Can Play Project, which is committed to supporting the LGBT community and fighting homophobia in sports. The NHL received three 2014 Sports Business Awards: "Sports League of the Year," "Sports Executive of the Year" recognizing Commissioner Gary Bettman, and "Sports Event of the Year" for the 2014 Bridgestone NHL Winter Classic®. For more information, visit NHL.com.

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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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