

TICKETMASTER EXPANDS TICKETING PORTFOLIO WITH ACQUISITION OF EVENTJOY

– A Mobile First Do-it-Yourself Ticketing Platform Connecting Event Organizers with Attendees –



LOS ANGELES (Sept. 11, 2014) – Ticketmaster, a division of Live Nation Entertainment, announced today that it has acquired mobile-based, Do-It-Yourself ticketing platform, Eventjoy. Eventjoy will be the latest product added to

Ticketmaster's world-leading portfolio of innovative event marketing and ticketing products and services.

"We're always looking to expand Ticketmaster into ticketing segments that we believe our leading brand and expertise can have a meaningful impact," said Michael Rapino, president and chief executive officer, Live Nation Entertainment. "The DIY space is one where we think Eventjoy's leading mobile-first solution can be combined with the scale of our platform and distribution capabilities to deliver fans the best proposition in the market."

"My co-founder and I set out to create the best Do-It-Yourself ticketing product for event organizers and their attendees. By combining forces with Ticketmaster, we can scale Eventjoy to bring it to a global user base," said Todd Goldberg, co-founder of Eventjoy. "We couldn't be more excited about joining the undisputed leader in ticketing, which will provide us with access to an unmatched, engaged event-going audience as well as incredible technical expertise and resources that will help us bring new innovation to market even faster."

Eventjoy's unique platform makes it easy for organizers to self-manage their events but goes well beyond ticketing. Organizers are provided with rich social marketing, analytics, and customer engagement tools and can stay connected with attendees through market-first tools like embedded direct messaging and real time notifications. All of these features are delivered via an easy to use mobile application making it ideal for organizers on the run. In turn, attendees are provided with the market's most comprehensive mobile event experience with everything from venue maps to event schedules and messaging at their fingertips.

"The ongoing investments we are making in Ticketmaster's technology allow us to be more flexible in adding new products, services and features," said Jared Smith, president of Ticketmaster North America. "We demonstrated this capability when we revolutionized ticket resale with TM+ and we expect to have a similarly positive impact in DIY."



Press Release

Eventjoy is the most recent addition to Ticketmaster's portfolio, which includes TicketWeb for Clubs, Ticketstoday for Festivals, Ticketmaster for Sports, Concerts & Arts, Exchanges for sports leagues, Venuemaster for large scale tournaments and Ticketmaster Resale for safe, verified ticket resale.

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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