

**TICKETMASTER GERMANY, MEHR! ENTERTAINMENT AND EINTRITTSKARTEN.DE
ANNOUNCE PARTNERSHIP**



BERLIN, (17 September 2014) – Ticketmaster Germany, part of Ticketmaster International, today announced a new strategic partnership with the Düsseldorf-based Mehr! Entertainment Group and Eintrittskarten.de.

Under the terms of this multi-year agreement, Ticketmaster will now deliver the retail ticketing and marketing solutions for both Eintrittskarten.de and Mehr Entertainment, which annually produce and promote more than 2,500 events, and operate six venues across Germany, including Capitol Theater Düsseldorf,

Cologne Musical Dome, Admiralspalast Berlin, Musical Theater Bremen, Starlight Express-Theater Bochum, and the newly built Mehr! Theater Hamburg.

Commenting on the partnership, Dr. Jasper Broeker, board member of Mehr! Entertainment, said: "We are very excited to be working with Ticketmaster and believe their world-class technology and service, coupled with their distribution and reach, will be beneficial to our customers and for our shows, events and venues in Germany, Austria and Switzerland."

Klaus Zemke, managing director of Ticketmaster GmbH also commented saying: "With their successful and globally renowned content, large box office network comprising of 2,000 outlets and huge customer database, Eintrittskarten.de and the Mehr! Entertainment Group are ideal partners for Ticketmaster. We are thrilled to be working with them to accelerate their future business development."

Ticketmaster launched in Germany in 2011 and continues to deliver strong business growth. This latest development adds to an increasing list of milestones for the ticketing company, which includes sell out shows and unprecedented sales for a number of high profile international artists, including the

Backstreet Boys and Beyoncé's Mrs. Carter World Tour, as well as national acts such as Peter Maffay, Marius Müller-Westernhagen and Red Bull's Flying Illusion.

Ticketmaster.de serves more than 700 venues, sports teams and event organisers who use the site for sales and marketing of their offers, services and products. With 50 dedicated employees, the company has offices in Berlin and Hamburg, as well as presence in Frankfurt and Munich. Ticketmaster International operates in 13 European countries, as well as Australia and New Zealand, and last week the company announced the acquisition of ticketing company Sherpa.be in Belgium.

Mark Yovich, President of Ticketmaster International said: "This is another major milestone for our European business, and for our team in Germany, and we look forward to a successful partnership and future with the Mehr! Entertainment Group and Eintrittskarten.de."

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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