

NEW LIVE NATION-OPERATED VENUE IN NASHVILLE TO BE NAMED ASCEND AMPHITHEATER IN MULTI-YEAR PARTNERSHIP

– *State Of The Art Venue Opens July 30 With First Concert Headlined by
GRAMMY Award-Winner Eric Church* –

– *Full Inaugural Season Line Up Revealed* –

The logo for Ascend Amphitheater features the word "Ascend" in a large, bold, italicized sans-serif font. A curved line with an arrowhead at the end starts above the 'A' and arches over the word. Below "Ascend" is the word "AMPHITHEATER" in a smaller, all-caps, sans-serif font.

NASHVILLE, TN (April 23, 2015) – Live Nation Entertainment and the City of Nashville today announced details behind the opening of **Ascend Amphitheater** — the city's new Live Nation-operated amphitheater. The state of the art venue will feature its first concert with GRAMMY Award®- winner Eric Church on July 30, 2015. The venue also revealed its inaugural summer season line-up with

some of the biggest names in music including Chicago and Earth, Wind & Fire, Smashing Pumpkins and Marilyn Manson's End Times Tour, Idina Menzel, Widespread Panic, Phish, Steely Dan and more. A full line-up is below.

Live Nation has entered a multi-year partnership with Ascend Federal Credit Union to have the naming rights of the newly designed venue located on Nashville's beautiful West Riverfront Park. With their multi-year naming rights partnership for the amphitheater, Ascend Federal Credit Union is aligning their brand with the power of live music in one of the greatest cities for music in the U.S.

"We pursue partnerships that lend stability and trust to our brand," said Caren Gabriel, Ascend president and CEO. "Nashville residents are familiar with Ascend through our television and radio advertisements and the construction of two new financial centers here last year. But, this amphitheater will make the Ascend brand synonymous with Music City USA."

Through the promotional products and services, and advertising benefits that this marketing partnership is providing, Ascend will extend the knowledge of their services and brand as a whole to music fans and potential members. The opportunity with the venue benefits Ascend's members as well with the ability for them to purchase tickets for events at the venue.

"We look forward to working closely with Ascend over the span of this long-term marketing alliance," said Andy Peikon, senior vice president of sales at Live Nation. "The naming rights platform at this beautiful new venue features an array of assets that will bring exciting visibility to the Ascend brand, enhance member benefits and drive member acquisition."

Stretching across a 1.5 acre event lawn called "The Green," **Ascend Amphitheater** has a capacity of 6,800, including 2,300 reserve and 4,500 lawn seating. Live Nation's management agreement with the city extends until 2025 with the ability for the company to host 30 events per year with an additional six symphony events and 10 civic events including 4th of July, New Year's Eve, CMA Fest and more.

ASCEND AMPHITHEATER INAUGURAL SUMMER SEASON 2015 LINE-UP

All dates and artists listed below subject to change.

DATE	SHOW
7.30.15	Eric Church
8.1.15	Chicago & Earth Wind and Fire
8.4.15	Phish
8.5.15	Jill Scott
8.7.15	Counting Crows with Citizen Cope and Hollis Brown
8.8.15	Steely Dan with special guest Elvis Costello
8.9.15	The Smashing Pumpkins & Marilyn Manson
8.18.15	Sublime with Rome, Rebelution, Pepper and Mickey Avalon
8.14.15	NEEDTOBREATHE, Switchfoot, Drew Holcomb, and Colony House
8.15.15	Idina Menzel
8.16.15	Peter Frampton & Cheap Trick
8.22.15	Australian Pink Floyd with LedZeppelin2
8.28.15	Old Crow Medicine Show
8.29.15	Under The Sun Tour
9.1.15	ZZ Top with Blackberry Smoke
9.5.15	Widespread Panic
9.6.15	Widespread Panic
9.14.15	Daryl Hall and John Oates
10.2.15	Lynyrd Skynyrd
10.8.15	Chris Tomlin (in partnership with Awakening Events)
10.10.15	Grace Potter and the Nocturnals with Lake Street Dive(in partnership with NS2)

Ascend Federal Credit Union

With \$1.7 billion in assets and more than 150,000 members, Ascend is the largest credit union in Middle Tennessee and one of the largest federally chartered credit unions in the United States. The *Nashville Business Journal* consistently lists Ascend as the top credit union in Middle Tennessee. Ascend is federally insured by the NCUA. Membership is limited.

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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