

LIVE NATION VENUE IN DOWNTOWN HOUSTON GETS NEW NAME: REVENTION MUSIC CENTER

REVENTION®
MUSIC CENTER



HOUSTON, TX (Aug. 11, 2015) – Live Nation Entertainment and Revention today announced a new multi-year naming rights deal to the premier indoor music theater located in downtown Houston. **The new venue name is Revention Music Center.**

“From the beginning, this relationship has been absolutely synergistic,” said Jeff Doyle, president and CEO of Revention. “As a growing technology company we are honored to have the opportunity to strengthen our business by partnering with such a strong leader in the music and entertainment industry. We are thrilled to further ingrain ourselves in the Houston community and look forward to our mutual success.”

Through artist meet and greets, access to the VIP club and the ability to make tickets available for events at the theater, Revention employees will join in on the thrill of being up close to the live music experience. A custom renovation of the venue space is in progress, with a new viewing area being designed, to be called The Revention Suite. The Revention brand will be fully integrated across the venue, including with the installation of Revention point-of-sale technology and equipment within the theater.

“We look forward to working with a great Houston company like Revention,” said Drew Dixon, general manager, Revention Music Center. “It is such a great opportunity to showcase their point-of-sale technology in our venue, while taking advantage of the great talent and shows, VIP hospitality, and live music experience Revention Music Center delivers to entertain Revention’s clients and employees.”

Open since 1997 and formerly known as the Bayou Music Center, the Revention Music Center can transform itself from theater style seating and standing room arrangements, to cabaret or banquet style seating. Located in the heart of Downtown Houston’s theater district, the entertainment complex has hosted countless shows, with a diverse group of artists from all over the world, including: Radiohead, Coldplay, Neil Young, Pixies, Smashing Pumpkins, Lana Del Rey, Skrillex, Elton John, Joe Rogan, Kathy Griffin and Bill Maher, just to name a few.

Artists such as Jill Scott, Damien Rice, Twenty One Pilots, Of Monsters and Men, Jackson Browne, Garbage, Joe Bonamassa and many more are set to perform at the theater this season.

About Revention

Revention is the leading developer of complete, customizable restaurant and entertainment management solutions designed to streamline the way hospitality concepts do business. Revention’s offerings include point-of-

sales solutions, HungerRush™ integrated online ordering, and Revention Enterprise. Revention's goal is to provide a complete solution that includes customized installation, training, technical support and much more.

For additional information, go to www.revention.com

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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