

LIVE NATION AND EUROPACAR ANNOUNCE PARTNERSHIP ACROSS AUSTRALIA AND NEW ZEALAND



MELBOURNE, AUSTRALIA (March 30, 2015) – Live Nation Australasia, a Live Nation Entertainment, Inc. (NYSE: LYV) company, is pleased to announce an official partnership with Europcar Australia and New Zealand as the exclusive car rental partner across Australia and New Zealand.

The three-year partnership brings together travel and live entertainment, connecting Europcar with some of the biggest live events throughout Australia and New Zealand. In addition, Europcar will become the preferred supplier for Live Nation's vehicle hire.

As part of the partnership, customers of Europcar will gain access to an exciting suite of Live Nation benefits including exclusive content, 'Money Can't Buy' experiences and VIP ticketing to Live Nation events. Additional benefits will also be available to Europcar Privilege members.

Michael Coppel, president and CEO of Live Nation Australia and New Zealand, said: "We welcome Europcar to the family of brand partners and look forward to working with them on enhancing their customer value proposition and loyalty program. Live Nation's 2015 calendar of events is truly exciting for our brand partners as we continue to provide the best all-round entertainment offering for a select group of exclusive partners."

Ron Santiago, managing director of Europcar Australia and New Zealand, said: "This relationship is highly valuable to Europcar customers, our Privilege members and Live Nation ticket holders. Travel and live events belong together, and we want to ensure these special experiences are memorable. Because of this, Live Nation ticket holders will have access to exclusive Europcar car rental offers and enjoy the convenience of booking their car of choice to get to their live event of choice."

Europcar joins Qantas, Spark, Rdio and NSW Health, plus international partners American Express and Hilton Hotels and Resorts, as current Live Nation Brand Partners.

Live Nation's partnership with Europcar is one of a limited number of exclusive brand partnerships Live Nation Australia and New Zealand will enter.

The partnership was brokered by Sydney-based entertainment partnerships agency mixitup Australia, a Live Nation Australia and New Zealand joint-venture company.

Greg Segal, managing director of mixitup, said: "Live Nation continues to provide benefits that excite and

motivate new and existing customers with truly unique opportunities that can be tailored to various objectives. We look forward to working closely with Europcar over the course of our partnership to continue to evolve their loyalty and rewards programs with truly unique opportunities."

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.

About Europcar Australia and New Zealand: Europcar is one of the leading mobility players in Europe. Present in 145 countries, the group provides customers with one of the largest vehicle rental networks through its own operators, franchisees and partnerships. Europcar operates worldwide its own brands Europcar® and InterRent, which is its low cost brand. The group puts customers at the heart of its mission whether it is innovation or service. All the employees of the group are committed to delivering customer satisfaction. Europcar is actively promoting Corporate and Environmental social responsibility. Europcar has been awarded again in 2013 for the 5th consecutive year, by the World Travel Awards. Europcar is owned by Eurazeo, one of the leading listed investment companies in Europe. In Australia and New Zealand, Europcar is one of the most popular providers of car rental services, operating a large fleet of quality vehicles across a network of more than 123 locations in Australia and 19 locations in New Zealand. Visit: www.europcar.com.au or www.europcar.co.nz

About mixitup:

mixitup is Australia's leading brand entertainment agency, working across Australia, New Zealand and Asia. Established in 2006, mixitup creates and exclusively represents cultural assets, connecting customer centric brands to game changing content and experiences. For additional information, visit: www.mixitup.com.au

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