



Press Release



BOISE STATE ENTERS MULTIYEAR AGREEMENT WITH TICKETMASTER TO PROVIDE COMPREHENSIVE SUITE OF INNOVATIVE PRODUCTS, SERVICES AND TECHNOLOGY

*– Boise State University Joins Growing List of Partners Leveraging Ticketmaster's
Ticketing, Marketing and Data Solutions –*

BOISE and LOS ANGELES (May 11, 2015) – Ticketmaster, a division of Live Nation Entertainment (NYSE: LYV), today announced a multiyear agreement with Boise State University to ticket Boise State Athletics, Taco Bell Arena and the Morrison Center. Boise State joins a growing number of colleges and universities utilizing the Ticketmaster platform.

"We've partnered with Ticketmaster to enhance the service to our fans," said Mark Coyle, athletic director, Boise State. "Their industry-leading mobile, transfer/resale and season ticket holder account management features will dramatically improve the fan experience."

Among its proprietary product offerings, Ticketmaster will deliver an integrated ticketing solution that provides fans transparent, secure, and convenient options to buy and sell tickets for Taco Bell Arena, Morrison Center and Bronco Athletics.

"As we expand our music and arts programming, Ticketmaster's superior marketing and distribution tools will enable us to better reach out to patrons we already serve, as well as develop relationships with new patrons throughout the state and beyond," said James Patrick, executive director of the Morrison Center for the Performing Arts.





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"Ticketmaster is able to provide us a host of new and powerful fan insights that will allow Taco Bell Arena to continue to bring the best concerts and events to the Treasure Valley," said Lisa Cochran, executive director of the Taco Bell Arena.

"Ticketmaster can uniquely deliver great mobile solutions for fans and offer flexible features that will enable Boise State arts and sports fans to conveniently attend events and transfer and resell their tickets if they are unable to attend," said Clay Luter, senior vice president of stadium and college sports, Ticketmaster.

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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