

LIVE NATION AND TELSTRA ANNOUNCE STRATEGIC PARTNERSHIP



MELBOURNE, AUSTRALIA (Oct. 12 2015) – Live Nation Australia, a Live Nation Entertainment, Inc. (NYSE: LYV) company, today announced a major strategic partnership with Telstra, Australia's largest telecommunications company.

The multi-year partnership goes beyond the traditional music sponsorship and delivers a program of activity against an “always-on” strategic approach, which is a first for both Live Nation Australia and Telstra.

Telstra customers, via the ‘Telstra Thanks’ loyalty program, will gain access to an exciting range of Live Nation benefits, including a first to market 48-hour priority exclusive pre-sale ticket access to all Live Nation music tours, ‘Money Can’t Buy’ experiences, VIP packages, exclusive content and merchandise, all aimed at improving the fan experience.

Michael Coppel, president and CEO of Live Nation Australia and New Zealand, said: “We welcome Telstra to our family of brand partners. We only partner with the best brands available and Telstra and its Thanks loyalty program is undoubtedly the industry leader in Australia when it comes to rewarding customers through music experiences.”

Telstra joins National Australia Bank, Qantas, Europcar, NSW Health, Spark (NZ), plus international partners American Express and Hilton Hotels and Resorts as current Live Nation Australia brand partners.

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

Greg Segal, managing director of mixitup, said: “We look forward to working with Telstra to deliver exciting benefits to their customers and to assist them to truly partner with the live performance industry.”

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 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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