

## PEPSICO BEVERAGES BECOME OFFICIAL SOFT DRINK OF LIVE NATION

– PepsiCo Americas Beverages and Live Nation Enter Multi-Year Strategic Marketing Alliance –



**LOS ANGELES (March 16, 2015)** – Live Nation Entertainment, the world’s leading live entertainment company, and PepsiCo today announced that PepsiCo will become the exclusive carbonated soft-drink and bottled water partner, providing popular brands such as Pepsi, Mountain Dew, Sierra Mist and Aquafina to venues, nationwide. Live Nation assets will serve as the cornerstone of Pepsi’s deep and continued involvement in music culture and bringing one-of-a-kind experiences to music fans.

As the official carbonated soft-drink and bottled water partner, PepsiCo beverages will have exclusive pouring rights at 75 of Live Nation’s amphitheaters, clubs and theaters in the United States, as well as curated Pepsi “Out of the Blue” experiences with Live Nation artists, such as sound checks and meet & greets, ticket access, and tour and festival tie-ins. FarmBorough, New York City’s new country music festival, Lollapalooza and the Voodoo Music + Arts Experience will also be sponsored by Pepsi.

“Our partnership with Live Nation elevates our robust music platform to new levels,” said Adam Harter, VP, Pepsi Consumer Engagement. “For decades, Pepsi has been a leader in music and has always focused on providing fans with unparalleled access to great music and their favorite artists. Live Nation will play a dynamic role in our new ‘Out of the Blue’ music campaign as we deliver new and exciting music experiences in a way only Pepsi can deliver.”

The alliance officially kicked off last month when Pepsi launched the “Out of the Blue” campaign, a national promotion that spans 100 days and will give away numerous four-person flyaway trips to Live Nation festivals and events. VIP tickets for those festivals will be included as a part of the “Out of the Blue” effort. Through May 18, fans become eligible for a chance to win by following @Pepsi on Twitter, snapping a photo of any Pepsi™ beverage product and posting it to Twitter with #OutoftheBlue.

“We are looking forward to this long-term alliance with Pepsi, as we are perfectly positioned to further the brand’s music platform,” said Russell Wallach, president, Live Nation Media & Sponsorship. “We are passionate about bringing incredible music experiences to consumers, and that mission will be at the heart of all the programming we develop together with Pepsi.”

## **About PepsiCo**

PepsiCo products are enjoyed by consumers one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$66 billion in net revenue in 2014, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker and Tropicana. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including 22 brands that generate more than \$1 billion each in estimated annual retail sales.

At the heart of PepsiCo is Performance with Purpose – our goal to deliver top-tier financial performance while creating sustainable growth in shareholder value. In practice, Performance with Purpose means providing a wide range of foods and beverages from treats to healthy eats; finding innovative ways to minimize our impact on the environment and reduce our operating costs; providing a safe and inclusive workplace for our employees globally; and respecting, supporting and investing in the local communities where we operate. For more information, visit [www.pepsico.com](http://www.pepsico.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](http://www.livenationentertainment.com).

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