

TICKETMASTER GERMANY APPOINTED AS OFFICIAL TICKETING SERVICES PROVIDER FOR KÖNIG PILSENER ARENA, OBERHAUSEN

BERLIN, (20 January 2015) – Ticketmaster Germany, part of Ticketmaster International, the world's leading ticketing company, today announced its appointment as official ticketing services provider for the König Pilsener Arena in Oberhausen.

Starting in January 2015, the multi-year agreement will see Ticketmaster serve as the primary ticketing supplier for the 12,650 capacity, SMG-run venue, managing sales through the Arena's own website, phone hotline and box office, as well as Ticketmaster's own channels.

Commenting, Klaus Zemke, Managing Director of Ticketmaster GmbH, said: "We're very pleased to confirm our appointment as the official ticketing provider for the König Pilsener Arena in Oberhausen. Oberhausen is the most densely populated area in Germany so, as the fastest growing and most innovative ticketing service provider in Germany, we are looking forward to meeting the challenges this venue will provide and to building a successful future together."

Michael Brill, Senior Vice President at SMG, also commented saying: "With almost twenty years of experience in shows and events, König Pilsener Arena is one of Germany's most popular and successful arenas. It's fantastic to be working with such a renowned and recognised brand as Ticketmaster and we can't wait for our customers to experience the benefits of our new partnership."

Mark Yovich, President of Ticketmaster International, said: "The German ticketing market is in a very exciting place right now. As the world's leading ticketing agent, this is a brilliant start to 2015 and we look forward to another exceptional year ahead with the König Pilsener Arena."

Ticketmaster launched in Germany in 2011 and has delivered strong business growth since then. This latest development adds to an increasing list of milestones for the ticketing company, which includes sell out shows and unprecedented sales for a number of high profile international artists, including Beyoncé's Mrs Carter World Tour, as well as national acts such as Peter Maffay, David Garrett and Tokio Hotel.

Ticketmaster.de serves more than 700 venues, sports teams and event organisers who use the site for sales and marketing of their offers, services and products. With a dedicated team of employees, the company has offices in Berlin and Hamburg, as well as presence in Frankfurt and Munich.

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 König-Pilsener-Arena, Oberhausen

The König-Pilsener-Arena in Oberhausen is one of the most popular and successful multifunctional arenas in Germany. It's calendar reads like a Who-is-Who in international showbiz. World-stars like Metallica, AC/DC, R. Kelly, Lionel Richie, Depeche Mode, Lenny Kravitz, P!NK, David Copperfield or Elton John take turns at the venue and guarantee full-house events with thrilled audiences, who also appreciate the wide spectrum of events from the music-, sports- and show-genres. Be it classics, rock- or folk music, ice shows, musical events or comedy – there are events for everyone at the 12.650 capacity venue. Perfect sight-lines, first-class seating, comfortable air conditioning and a compact atmosphere turn each visit to the arena into a unique experience. 22 Arena-Entertainment suites and exclusive VIP arrangements provide business and entertainment opportunities at the venue. A unique infrastructure with free parking facilities, direct highway-access and public transport at the arena's front door guarantee a comfortable visit to the arena. www.koenig-pilsener-arena.de

About SMG

SMG, the world leader in venue management, marketing and development, was founded in 1977 with the management of our first facility, the Louisiana Superdome. We soon grew to manage convention centres, exhibition halls and trade centres, arenas, stadiums, performing arts centres, theatres, and specific-use venues such as equestrian centres. Today SMG is managing 243 venues worldwide, 15 million sq ft. of exhibition space and more than 1.5 million sports / entertainment seats. SMG also provides food, beverage and merchandise services at its venues. Our successful growth has been built on the many partnerships, relationships, and resources we have developed with our clients — both municipal and private. This unique combination of resources, relationships, and expertise has allowed SMG to define and refine the industry throughout its history. Our ownership and team of dedicated corporate support personnel make us unrivalled in the field of private facility management. www.smg-europe.com

Media Contacts

Katie White, PR Manager

+44 (0) 20 7980 4387

katie.white@ticketmaster.co.uk

Eleanor Thrower, PR Assistant

+44 (0) 20 7760 8382

eleanor.thrower@ticketmaster.co.uk

a