

## LIVE NATION CANADA ACQUIRES FESTIVAL PORTFOLIO FROM UNION EVENTS

**VANCOUVER (February 16, 2016)** – Live Nation Canada, a Live Nation Entertainment, Inc. (NYSE:LYV) company, has acquired the festival portfolio of Union Events, a major festival and concert promoter in Canada, based out of Calgary and Edmonton. The acquisition marks a key expansion for Live Nation Canada and will serve as a platform for continued growth in the music festival segment.

Union Events' festivals, which include X-Fest (Calgary), Sonic Boom (Edmonton), and Chasing Summer (Calgary) amongst others, will join the growing roster of ten Live Nation produced festivals in Canada. Also as part of the acquisition, Union Events founders and co-managing partners, Harvey Cohen and Nhaelan McMillan, and other key members of the Union Events team will join Live Nation Canada.

Over the course of 2016, Union Events will continue to promote their 400 concerts across the country as their concert bookings are integrated into the Live Nation Canada touring division, which produces over 1200 shows annually.

“We are proud to bring the expertise and properties of Union Events to the Live Nation family,” commented President – Live Nation Canada, Paul Haagenson. “Harvey and Nhaelan are proven creative entrepreneurs, who can help Live Nation continue to build compelling events for music fans in Canada. They are an ideal fit and we are very excited to have them join our team.”

“Nhaelan and I have worked closely with the core members of Live Nation Canada in numerous roles over the years, and it is with great excitement that we join their incredible team to continue the journey of bringing Canadians their most cherished memories,” said Union Events Managing Partner, Harvey Cohen.

### **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).

### **About Union Events:**

Founded in 2000, Union Events has rapidly grown to become one of Canada’s leaders in live entertainment, producing over 500 shows annually across North America. Union Events is also Canada's leading festival producer, featuring signature event brands SONiC Boom (Edmonton), X-Fest (Calgary), Chasing Summer (Calgary) and many more.

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