

JÄGERMEISTER PARTNERS WITH LIVE NATION FOR MULTI-DIMENSIONAL MARKETING PLATFORM

Unique Festival Activation to Provide New Brand Experience



Jägermeister

LOS ANGELES (Feb. 11, 2016) – Live Nation and Jägermeister today announce an integrated Electronic Dance Music (EDM) festival program to engage their target consumers (age 21-24), to build brand loyalty, and foster true appreciation for the product. While the iconic brand is synonymous with music and music festivals, this is the first time Jägermeister will participate in an EDM program of this magnitude. This summer, Jägermeister will be the official liqueur sponsor of six festivals including Electric Daisy Carnival (EDC) in Las Vegas and New York, as well as HARD SUMMER in Los Angeles.

A custom-built, festival-driven activation at each show will spark unforgettable experiences for fans with craft cocktails, DJ performances, an elevated deck for a great view and of course some unique surprises. Throughout the festival season, Jägermeister will unlock exclusive program content and reveal secret on-site experiences to fans through brand and festival related social channels.

“We’re thrilled to be partnering with the world’s leading live entertainment company, Live Nation, to launch our largest event marketing initiative to date in the United States,” said Marcus Thieme, chief marketing officer at Sidney Frank Importing Company, Inc. “Consumers attending these six dance music festivals will be able to experience Jägermeister like never before by discovering its heritage and quality through a fully immersive, multi-sensory environment.”

The legendary herbal liqueur is inviting consumers to explore more of the mystery and lure that surrounds Jägermeister. The EDM festival platform will focus on Jägermeister’s rich heritage, 56 premium ingredients and the brand’s complex production process in a unique and unexpected way. With more than 383 quality checks and a method that ages the product in oak barrels for up to a year, Jägermeister takes pride in its traditional craftsmanship and quality processes used to achieve its iconic taste profile.

“EDM is the music of the millennial generation. We are looking forward to partnering with Jägermeister to create the most captivating onsite experiences at our festivals, and having our Live Nation Studios team produce compelling content for the millions of dance music fans that attend our events and enjoy our inventive content online,” said Russell Wallach, president of media & sponsorship for Live Nation.



Live Nation and Jägermeister will also produce a 12-segment original content video series exclusively for Jägermeister called “The Art of the Craft”. The series release will coincide with the various festivals and will feature artists with a passion for Jägermeister who are playing at these festivals. This content series will be available on www.jager.com and www.insomniac.com.

Jägermeister will be the Official Liqueur Sponsor of six (6) Live Nation EDM festivals, including:

- Electric Daisy Carnival New York, May 14 – 15, Location: Citi Field
- Electric Daisy Carnival Las Vegas, June 17-19, Location: Las Vegas Motor Speedway
- HARD Summer Music Festival, July 30 - 31, Location: Los Angeles
- HARD Day of the Dead, Dates TBA, Location: Los Angeles
- Electric Daisy Carnival Orlando, Dates TBA, Location: Tinker Field, Orlando
- TBA

Today kicks off the first of six consumer promotions that will run as part of this program. Jägermeister will be giving away a flyaway trip for two to each of the six festivals. Starting today at 12 pm Pacific time and ending 11:59 pm Pacific time on April 7, 2016, fans, age 21 and over, can enter for a chance to win a flyaway trip to Electric Daisy Carnival NY 2016 at www.insomniac.com/jager. No purchase necessary to enter or win. Legal US residents only. Void where prohibited. ARV: \$3500. See official rules at www.insomniac.com/jager. Sponsor: Sidney Frank Importing Co., Inc., 20 Cedar St., Suite 203, New Rochelle, NY 10801.

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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 Jägermeister

Introduced 80 years ago, Jägermeister, German for “Master Hunter,” is the second largest selling imported liqueur in the United States. Ranked 8th by Impact International's definitive Top 100 Premium Spirit Brands, this herbal liqueur is one of the most successful premium brands worldwide and available in 108 countries around the world. The iconic taste of Jägermeister is not left to chance but is due to decades of experience, a safely guarded secret recipe consisting of 56 natural herbs, blossoms, roots and fruits including star anise, cardamom, cinnamon and ginger roots, and 383 quality checks. The botanical ingredients are extracted in their raw, unprocessed form through a gentle, weeks-long process of cold maceration to create Jägermeister's base. The base, housed in more than 400 oak casks, then “breathes” for one full year, which is key to creating the complex and balanced flavor of Jägermeister's legendary taste profile. Jägermeister Liqueur is 35% Alc. /Vol. and imported exclusively by Sidney Frank Importing Company, Inc., New Rochelle, NY. SFIC is a wholly owned subsidiary of MJUS. Visit www.jagermeister.com, www.facebook.com/jagerusa or www.instagram.com/jagerusa for additional information. DRINK RESPONSIBLY.

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