

TICKETMASTER CREATES NEW MUSIC DIVISION HIRES DAVID MARCUS AS HEAD OF MUSIC, NORTH AMERICA

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Ticketmaster today announced the hiring of music industry veteran David Marcus as executive vice president, head of music, to oversee a newly formed division in North America. Under Marcus, all music duties will be integrated into a single music division, including OnTour, the artist services operation; the Venues & Promoters ticketing segment; and TicketWeb, a ticketing platform designed exclusively for the club space. The key leadership role and restructure signals a sustained focus on bringing products to

market developed specifically for the live music industry and artist community. Marcus will report directly to Jared Smith, president, Ticketmaster North America.

As the world's largest live event ticketing company, processing over 530 million ticket transactions a year with access to more than 100 million live event fans, Ticketmaster has continued to invest in technology to provide artists and music venues with the best platform to identify, engage, and reward real fans. The new music division is built to comprehensively support the entire range of needs within the music vertical, from iconic clubs to large stadium tours. In addition to ticketing services, the group will also provide pricing, analytics, marketing and identity products and services at every stage.

"This new division will better position Ticketmaster to leverage our unique assets against the specific needs of the music ecosystem. We're building a team here that can help an artist and the first set of clubs they play in, and grow with them all the way to theaters, arenas and stadiums," said Jared Smith, president of Ticketmaster North America. "We believe David's successful history of working with artists, fans, and technology gives him the ability to guide our investments to ensure we provide the most comprehensive solutions for all the various players in the live music lifecycle."

Marcus brings a career of music industry and live event experience to Ticketmaster. Prior to Ticketmaster, Marcus was chief commercial officer at ScoreBig overseeing product, marketing, sales and strategic partnerships. Before joining ScoreBig, Marcus held leadership roles at Warner Music Group, Warner Brothers Records, and was a founding legal associate of Entertainment and Intellectual Property Group Company. This will be Marcus' second period of time at Ticketmaster; he first joined in 2005 and built the company's artist services division. Under his direction, Ticketmaster developed the first versions of ticketing products artists commonly use today, including Platinum and VIP tickets.



"I couldn't be more excited to rejoin Ticketmaster. I've spent my entire career developing products and businesses that connect fans more closely with the artists they love, and I'm passionate about the opportunity to continue that work here," said David Marcus, executive vice president, head of music, Ticketmaster. "We're going to redefine the ticket buying experience in a way that makes it more rewarding to be a fan, helps artists build bigger and more dynamic touring careers, and ensures that our client venues and promoters have cutting edge tools and technology to generate outsized returns on their live events."

About Ticketmaster

Ticketmaster is the global market leader in live event ticketing, digital marketing, and mobile fan engagement tools that drive over 530 million ticket transactions per year. Through exclusive partnerships with thousands of venues, artists, sports leagues, and arts and theater tours, Ticketmaster delivers unparalleled access to the most iconic live events to millions of fans worldwide. Ticketmaster is a division of Live Nation Entertainment, the world's leading live entertainment company.

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