



LIVE NATION RESPONDS TO GROWING DEMAND FOR ELECTRONIC MUSIC IN ASIA WITH NEW BUSINESS UNIT

HONG KONG (August 10th) - Live Nation Entertainment, the world's leading live entertainment company, today announced it will grow its presence in Asia with the formation of a new electronic music division, Live Nation Electronic Asia. This new venture will harness Live Nation's expertise in all aspects of event production and promotion to meet the region's rising demand for electronic dance music.

With surging interest in the electronic music genre and more than 60% of the world's population, Asia is ripe for expanded electronic events and festivals. Jim Wong, an independent promoter based in Hong Kong who has extensive experience in the electronic dance music industry, will oversee Live Nation's effort to bring more electronic music to the region. Wong has a proven track record in Mainland China and Hong Kong where he promoted and booked over 500 acts for in-demand concerts, club gigs, and festivals over the past three years.

Alan Ridgeway, Live Nation President of International & Emerging Markets, said: "Our overarching goal is to connect artists and fans for unparalleled live music experiences, and it's undeniable that fans in Asia, especially China, are eager for more electronic music. Combining Jim's experience with Live Nation's network and resources allows us to accelerate our presence in this genre, giving fans even more electronic music performances through both concerts and festivals."

Jim Wong, Managing Director of Live Nation Electronic Asia, added: "I am excited to join Live Nation, especially considering the enormous potential this new venture creates for electronic music fans and artists. My team and I

Asia.”

The first bill from Live Nation Electronic Asia will be a tour from Tiësto supporting his forthcoming album CLUBLIFE VOL. 5: CHINA. The tour will kick off in Shanghai this October, and continue for 8 dates throughout the country.

The iconic DJ/producer explains his affinity for China and its importance in moving the culture of dance music forward saying, “It felt only natural that the backdrop for the next installment of CLUBLIFE be a country with energy, creativity, and originality. A place where DJs and fans are taking new risks within the genre, helping it evolve as a truly global community and sound.”

Upcoming events for Live Nation Electronic Asia include:

Tiësto CLUBLIFE China Tour – 8 cities in China on October 13th to 21st

Creamfields Festival – Hong Kong on December 15th to 16th

Creamfields Festival – Taipei, Taiwan on December 17th

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, and Live Nation Media & Sponsorship. For additional information, visit www.livenationentertainment.com.

Live Nation operates across 10 markets in Asia including China, Hong Kong, Indonesia, Japan, The Philippines, Singapore, South Korea, Taiwan and Thailand.

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