

LIVE NATION EXPANDS ITS PRESENCE IN BRAZIL WITH HIRE OF INDUSTRY VET ALEXANDRE FARIA



LOS ANGELES (August 28, 2017) – Live Nation Entertainment, the world’s leading live entertainment company, continues to grow its presence in Latin America, officially expanding into Brazil with the hiring of Alexandre Faria as the Director and Senior Vice President of Talent Buying. Faria will focus on booking and producing shows for major artists visiting the country, which is South America’s largest live entertainment market. In his new role, Faria will be based in Sao Paulo and report to Bruce Moran, Live Nation’s President of Latin America.

“Cities throughout Brazil are becoming key tour stops as more global artists visit their fans in Latin America,” said Moran. “The knowledge, relationships and passion Alexandre Faria displays for promotions makes him a great asset to Live Nation as we continue to expand concert offerings to meet growing demand across Brazil.”

“I’m excited to join the Live Nation Latin America team during a time with so much opportunity and development,” said Faria. “Together, we will bring the people of Brazil and Latin America standout performances from international artists as well as local talent.”

For over 20 years, Faria has been a major talent buyer and promoter in Latin America. He began his career in 1994 as an independent promoter, before joining indie promoter Mercury Concerts in 1999. In 2000, Faria moved to

regional live events promoter CIE Brasil, which later spun off as T4F Entretenimento S.A., where he was responsible for booking and producing concerts in Brazil and South America. Faria has spent the last seven years at T4F, booking and promoting all major events for the group throughout South America. During that time, he worked with such talent and projects as U2, Lollapalooza, Pearl Jam, Foo Fighters, Coldplay, EDC, Maroon 5, Black Sabbath, Madonna, One Direction, Justin Bieber, Metallica, Roger Waters, and many other international and local tours.

Live Nation continues to see a growing demand for live events throughout Latin America, with more global tours traveling to, and selling out shows, in the region each year. Live Nation Latin America is having a high-profile year so far in 2017, producing major tours for artists including Coldplay, U2, Bruno Mars, John Mayer, Ariana Grande, Sting, Metallica, Paul McCartney, Justin Bieber, Bon Jovi, Maroon 5, and more.

Upcoming events for Live Nation Latin America include:

Maroon 5 – 4 shows in Dominican Republic, Panama, Peru and Guatemala from September 9th-21st

Bon Jovi – 2 shows in Chile and Argentina on September 14th and 16th, respectively

U2 Tour – 10 shows in Mexico, Colombia, Argentina, Chile and Brazil from October 3rd-25th

John Mayer Tour – 6 shows in Brazil and Argentina from October 18th-29th

Paul McCartney – Mexico City on October 28th

Coldplay Tour – 5 shows in Brazil and Argentina from November 7th-15th

Bruno Mars Tour – 8 shows in Brazil, Argentina, Chile, Peru and Ecuador from November 18th-December 2nd

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

Live Nation operates across more than 7 markets in Latin America including Argentina, Brazil, Chile, Colombia, Mexico, Peru, the Caribbean, and more. For additional information, visit www.livenationentertainment.com.

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