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Samsung and Live Nation Team-Up to Stream Coldplay Live in Virtual Reality

On August 17 Fans Across 50+ Countries Can Tune-in to the Live VR Broadcast of “A Head Full of Dreams Tour” from Soldier Field via Samsung Gear VR

MOUNTAIN VIEW, Calif., August 9, 2017 – Samsung Electronics America, Inc. and Live Nation will broadcast Coldplay’s “A Head Full of Dreams Tour” live in virtual reality from Chicago’s Soldier Field for the first time ever. Fans around the world will be transported to the best seats in the house to experience the band’s electrifying performance from a totally new and immersive perspective. The live broadcast will be available on Samsung Gear VR powered by Oculus through the Samsung VR service on August 17, starting at 8:30 pm CT.

From the pyrotechnics, to the laser lights and the phenomenal setlist, Gear VR users in more than 50 countries will be able to experience the magic of Coldplay’s performance at no additional cost. To tune-in, consumers will need a Gear VR headset with a compatible Samsung smartphone, and navigate to the Samsung VR service. A concert replay will also be available on Samsung VR for a limited time.

“Through our industry-leading VR hardware and platform ecosystem, we are thrilled to offer Samsung Gear VR owners access to premium, immersive live entertainment and experiences in full 360,” said **Michael Schmier, Vice President of Content and Services, Samsung Electronics America**. “By partnering with Live Nation and Coldplay, music fans across the globe with Gear VR can tune in to the live concert, experiencing the energy of the show like never before.”

“Live Nation is a trailblazer when it comes to producing live virtual reality concerts, and we’ve been excited to bring Coldplay into the mix since announcing our collaboration with Samsung and Gear VR in late May,” said **Kevin Chernett, Executive Vice President, Global Partnerships and Content Distribution, Live Nation**. “We not only give fans the best in-seat experience, but we’re also committed to working with the best technologies to provide every music fan an extraordinary concert experience, regardless of where they are.”

Coldplay’s “**A Head Full Of Dreams Tour**,” produced by Live Nation, is the No. 5 highest grossing tour of all time, according to ticket sales data reported to Billboard Boxscore. Launching in

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March of 2016, 5 million tickets have been sold around the world for the "A Head Full of Dreams Tour."

A Head Full of Dreams is Coldplay's seventh album and the follow-up to 2014's GRAMMY®-nominated Ghost Stories.

For more assets and information, please visit <https://news.samsung.com/us/> or <http://samsungvr.com>. For information on how to purchase Gear VR, please visit <http://www.samsung.com/gearvr>.

About Samsung Electronics America, Inc.

Headquartered in Ridgefield Park, N.J., Samsung Electronics America, Inc. (SEA), is a recognized innovative leader in consumer electronics, mobile devices and enterprise solutions. A wholly owned subsidiary of Samsung Electronics Co., Ltd., SEA is pushing beyond the limits of today's technology and providing consumers and organizations with a portfolio of groundbreaking products in appliances, home entertainment, Internet of Things, mobile computing, smartphones, virtual reality, wireless infrastructure and wearables, in addition to offering leading content and services related to mobile payments, 360-degree VR video, customer support and more. Samsung is a pioneering leader in smartphones and HDTVs in the U.S. and one of America's fastest growing home appliance brands. To discover more about Samsung, please visit www.samsung.com. For the latest Samsung news, please visit news.samsung.com/us and follow us @SamsungNewsUS.

About Samsung Electronics Co., Ltd.

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI and LED solutions. For the latest news, please visit the Samsung Newsroom at <http://news.samsung.com>.

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.