



PRESS RELEASE

LIVE NATION APPOINTS CHRIS LOLL AS CHIEF OPERATING OFFICER OF MEDIA & SPONSORSHIP UNIT



NEW YORK, NEW YORK (September 13, 2017) – Today, Live Nation Entertainment announced the appointment of Chris Loll as the first Chief Operating Officer of their Media & Sponsorship unit. Based in New York, Chris will report to Russell Wallach, Global President. Loll brings a breadth of knowledge and expertise growing marketing service companies, having recently served as Chief Operating Officer of IPG Mediabrands.

In this newly created position, Chris will lead all business operations while executing a multi-year strategy that will introduce new data, digital and live products for agencies and advertisers, while refining process, systems and sales solutions to accelerate the division's overall growth and vision.

“Chris has a proven track record reinvigorating corporate productivity and taking media and advertising businesses to new heights,” said Russell Wallach, Global President Media & Sponsorship, Live Nation. “We welcome his unrivaled talents to our division at time when we are experiencing record growth and I look forward to working closely with Chris to ensure we maintain that momentum and expand our global footprint.”

Live Nation recently reported Q2 earnings which revealed that revenue was up 29% for the quarter to \$2.8 billion. Furthermore, the media and sponsorship division saw another successful quarter, with revenue up 31% and over 90% of their planned sponsorship for the year is already under contract.

The continued success for the media & sponsorship business is based on its unique scale and deep roots in the live experience space. No other advertising platform can match Live Nation's 80 million onsite engaged fans, over 550 million direct connections with fans attending events each year and over 2 billion touch points across our digital reach. From festivals to branded content to exclusive access to tickets and events, the combined Live Nation concerts and Ticketmaster platforms deliver an audience unparalleled in music.

"Live Nation is a marketers playground, with access to passionate fans, unmatched live and digital experiences and highly desirable content," said Loll. "Who wouldn't be excited to join a growing company, with impressive talent, unique assets and a business model with untapped potential."

At IPG Mediabrands, Loll managed and grew the company's largest region and multiple specialty data and digital units while focusing on developing leaders, diversifying business and delivering award winning work. Prior to IPG, Chris spent over a decade at WPP, namely with Y&R, VML and Wunderman rising through the network ranks to lead offices in London and New York, where he offered some of the world's largest brands expertise in advertising, direct and digital marketing.

Loll received his Bachelor's degree from the United States Air Force Academy and his Master's degree from UCLA Anderson School of Management.

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.

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