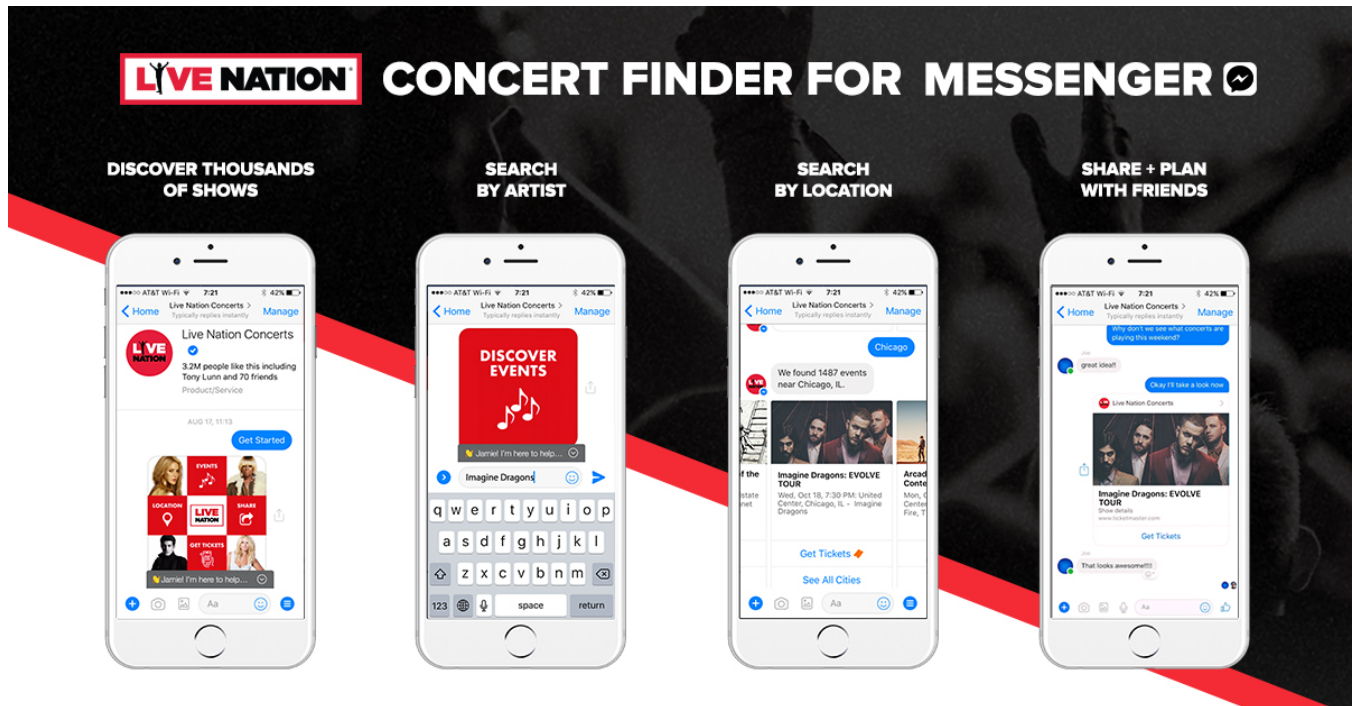


LIVE NATION'S NEW BOT FOR MESSENGER PROMOTES CONCERT DISCOVERY AMONG FRIENDS



LOS ANGELES (September 26, 2017) – Live Nation Entertainment launched a new bot for Facebook Messenger to help music fans and their friends find concerts, plan outings, and buy tickets.

As the world's leading live entertainment company, Live Nation puts on more than 26,000 shows a year spanning every musical genre. With so many concerts to choose from, the new bot makes it easier than ever for the 1.3 billion people who use Messenger every month to find concerts they want to attend. Here's how it works:

- **DISCOVER:** With a few simple taps, fans can have the bot pull up events at nearby venues, search their favorite artists, or browse through curated featured events. As users interact with the bot, it will learn their preferences and start building their concert profile to serve up their favorite events in the future.
- **PLAN:** Coordinating with friends is a key part of going to concerts, which is why Live Nation's bot for Messenger utilizes the platform's new extension technology which makes it possible to share and discuss events with multiple users right within the chat. Fans can research solo, then have the option to share any interesting events with their core concert buddy or group to debate details like what artist they want to see, or how many tickets they need to buy.

- **PURCHASE:** Once fans find an event they're interested in, they can purchase tickets without ever leaving Messenger. They can also link their Live Nation account to expedite check out.

"Concerts are extremely social experiences, and we're excited to introduce a concert discovery tool that embodies that social spirit," said Lisa Licht, Chief Marketing Officer, Live Nation Concerts. "Whether fans choose to interact with our new bot one-on-one, or get their friends involved in the planning, we think they'll have a lot of fun finding shows to go to."

Live Nation's bot for Messenger is live now, featuring events across North America. To start chatting, fans can search for 'Live Nation Concerts' in the Messenger app, or visit Live Nation Concert's [profile page](#) and click the 'message' button.

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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