

## LIVE NATION & VIRGIN AUSTRALIA ANNOUNCE AUSTRALIAN PARTNERSHIP



**MELBOURNE – FRIDAY MARCH 31, 2017** - Live Nation Australasia, a Live Nation Entertainment, Inc. (NYSE: LYV) company, is pleased to announce its official airline partnership with Australian airline, Virgin Australia. Virgin Australia joins a limited number of exclusive partnerships including Telstra, National Australia Bank, American Express, Flight Centre, Europcar and Hilton Hotels and Resorts.

Virgin Australia plays an important role in supporting the development and growth of the Australian music industry. In Virgin Australia, Live Nation gains a world class airline partner who will ensure touring artists and touring personnel enjoy the best possible travelling experience, working closely with the industry to make touring easier for artists. The partnership will deliver Virgin Australia a range of innovative marketing and brand experiences at Live Nation concerts and events.

Inese Kingsmill, chief marketing officer of Virgin Australia, said: "With entertainment in our brand's DNA, we are thrilled to partner with Live Nation and support the unique travel needs of many of the world's greatest and most exciting artists. This new partnership provides Virgin Australia with the opportunity to bring the world's best live music to Australia for fans to enjoy and the opportunity to create unforgettable brand experiences."

Roger Field, chief executive officer of Live Nation Australasia, said: "Live Nation is looking forward to working with Virgin Australia and its alliance partners to deliver a superior travelling experience for our touring entourages. Virgin Australia share our passion for music and entertainment."

The Virgin Australia partnership was brokered by entertainment partnerships agency, mixitup Australia, a Live Nation Australasia joint-venture company.

Greg Segal, managing director of mixitup said: "Virgin Australia is a great partner who share our vision and love for music and is dedicated to meeting the needs of our artists and their fans alike. We look forward to working with the entire team."

### 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, Live Nation Advertising & Sponsorship and Artist Nation Management. For additional information, visit [www.livenationentertainment.com](http://www.livenationentertainment.com).

**About Virgin Australia**

Virgin Australia launched in 2000 and has since established itself as a contemporary, full-service airline with a reputation for exceptional customer service. It is the second largest airline in Australia and has a combined network of more than 500 destinations with its four alliance partners: Air New Zealand, Delta Air Lines, Etihad Airways and Singapore Airlines. Virgin Australia's award-winning loyalty program, Velocity Frequent Flyer has over six million members and a global network of more than 600 destinations. For more information, visit [www.virginaustralia.com](http://www.virginaustralia.com).

**About mixitup**

Established in 2006, mixitup is a brand entertainment agency working across Australia, New Zealand and Asia. Music and entertainment is at the heart of the business. In 2013, mixitup formed a joint venture with Live Nation Entertainment. For additional information, visit [www.mixitup.com.au](http://www.mixitup.com.au).

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