



PRESS RELEASE

LIVE NATION APPOINTS BRITTANY FLORES TO PRESIDENT OF MIAMI – U.S. CONCERTS

NEIL JACOBSEN NAMED PRESIDENT OF TAMPA / ORLANDO – U.S. CONCERTS & FLORIDA CHIEF OPERATING OFFICER



LOS ANGELES, CA (December 17, 2018) – Today, Live Nation Entertainment, the world’s leading live entertainment company, announced Brittany Flores as President of Miami – U.S. Concerts. In her new position Flores will oversee the booking, marketing, and business operations for Live Nation in Miami, Ft. Lauderdale, West Palm Beach, and Jacksonville.

Neil Jacobsen will serve as President of Tampa / Orlando – U.S. Concerts. Jacobsen will run the U.S. Concerts business in Tampa, St. Petersburg, Orlando and the Florida Panhandle. In a newly created position, Jacobsen will also assume the role of Chief Operating Officer of Florida, and will oversee the firm’s development opportunities and long-term business planning throughout the state.

Flores and Jacobsen will report directly to Bob Roux, President of U.S. Concerts at Live Nation. Both are currently based out of their Boca Raton office, where they can be reached until the two new Live Nation offices open in Miami and Tampa / St. Petersburg sometime next year.

“As the market leader, we’ve seen incredible growth in Florida over the past several years. With Brittany and Neil at the helm, we are positioned to maximize the opportunities across this key region and bring more live music to Florida than ever before,” said Bob Roux, President of U.S. Concerts, Live Nation Entertainment.

A South Florida native, Brittany Flores joined Live Nation in 2012, working for Jacobsen and managing booking and programming for all venues within the U.S. Concerts portfolio in Florida. In 2017, she expanded her responsibilities, playing an integral role in opening Daily’s Place Boutique in Jacksonville, which hosted 30 highly acclaimed shows in their inaugural season. Prior to her impact on the live music scene in South Florida at Live Nation, she toured with the band MUSE.

Neil Jacobsen has been with Live Nation and the company’s predecessors for over four decades. Jacobsen has held prestigious positions in the northeast with the both the Don Law Company and Electric Factory Concerts. He made the transition to head Live Nation’s Florida concert businesses in 2007 where he has

been instrumental in the company's event expansion, market share growth, and success within the state. Neil was honored as Pollstar Talent Buyer of the Year in 1994.

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 Sponsorship. For additional information, visit www.livenationentertainment.com.

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