Live Nation Entertainment and American Cancer Society Collaborate to Raise Awareness and Funds

Livenation.com and Ticketmaster.com Give Fans Opportunity to Help Fight Cancer through April 13, 2014

LOS ANGELES – March 25, 2014 – Live Nation Entertainment (NYSE: LYV) and the American Cancer Society announced today a collaboration to raise awareness of cancer issues and critically needed funds to help finish the fight.

Fans of concerts, sports, theater and family events can make a donation to help fight cancer via their Ticketmaster.com and LiveNation.com ticket purchases through April 13, 2014. An expansion of an existing relationship between Live Nation Entertainment and the American Cancer Society, Live Nation customers will have the opportunity to instantly make a donation to the American Cancer Society. One hundred percent of every donation will support the American Cancer Society's life-saving research, education and advocacy efforts, as well as free services to patient and caregivers including rides to treatment and lodging.

"This opportunity allows us to reach more communities with the American Cancer Society's programs and services, helping individuals and families facing cancer," said Lin Mac Master, chief revenue, marketing and communications officer for the American Cancer Society. "Our relationship with Live Nation Entertainment allows us to connect diverse audiences with life-saving information, while raising critically needed funds to end cancer."

In 2014 approximately 1.7 million Americans will be diagnosed with cancer and more than 585,000 will die. Nearly 14 million Americans with a history of cancer are alive today because of continued progress and collaborative efforts to change the course of the disease.

"We are committed to a variety of causes, but this particular one stands out, because so many people are affected by cancer," said Jared Smith, president of Ticketmaster North America. "Whether you're an artist, an athlete, or a fan, you most likely know someone who has been affected by cancer in some capacity. That's why we found it imperative to build on our relationship with the American Cancer Society and harness the power of our live entertainment fans to make a difference."

Previous collaborations between Live Nation Entertainment and the American Cancer Society included an October 2012 and 2013 breast cancer awareness and fundraising project with Ticketmaster, a division of Live Nation Entertainment.

About Live Nation Entertainment Live Nation Entertainment (NYSE: LYV) is the world's leading live entertainment company comprised of four market leaders: Ticketmaster, Live Nation Concerts, Artist Nation Management and Live Nation Media/Sponsorship. For additional information, visit www.LiveNationEntertainment.com. Follow us on twitter @LiveNationInc

About the American Cancer Society The American Cancer Society is a global grassroots force of more than three million volunteers saving lives and fighting for every birthday threatened by every cancer in every community. As the largest voluntary health organization, the Society's efforts have contributed to a 20 percent decline in cancer death rates in the U.S. since 1991, and a 50 percent drop in smoking rates. Thanks in part to our progress nearly 14 million Americans who have had cancer and countless more who have avoided it will celebrate more birthdays this year. As we celebrate our 100th year of service, we're determined to finish the fight

against cancer. We're finding cures as the nation’s largest private, not-for-profit investor in cancer research, ensuring people facing cancer have the help they need and continuing the fight for access to quality health care, lifesaving screenings, clean air, and more. For more information, to get help, or to join the fight, call us anytime, day or night, at 1-800-227-2345 or visit www.cancer.org/fight.

###