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## LIVE NATION ADDS HEINEKEN MUSIC HALL TO INTERNATIONAL PORTFOLIO

### *Move Diversifies Revenue Streams and Strengthens Market Position in The Netherlands*

Amsterdam – 10 January 2008 – Live Nation, the world's largest live music company, today announced that it has acquired the operating company that manages and holds the 20-year lease for the Heineken Music Hall, Amsterdam's premier music venue. The Heineken Music Hall, which has a capacity of 5,500 fans, is the only venue of its size in Amsterdam.



According to *Pollstar*, Heineken Music Hall consistently ranks in the top 10 highest attended mid-sized music venues in the world. The venue is widely acclaimed by artists and fans alike, hosting more than 145 events per year, including recent concerts by established artists such as Bob Dylan, Lionel Richie and Lou Reed, as well as newer acts such as the Arctic Monkeys, Kaiser Chiefs and Damien Rice and a strong stable of local artists.

This acquisition further strengthens Live Nation's market position in The Netherlands, which is the third largest international market for the Company, ranking behind the United Kingdom and Belgium in terms of contribution to Adjusted OIBDAN. In addition, The Netherlands – especially Amsterdam – is an important European music market; The Netherlands is the 10<sup>th</sup> largest recorded music market globally and Amsterdam is a top European metropolitan area with over 6.7 million people located in and around the city.

Alan Ridgeway, CEO International Music commented: "The Heineken Music Hall is one of the world's best mid-sized music venues and will further diversify our business in a very important music market. We are looking forward to taking over the management reigns of this excellent venue to provide music fans with the best live music and venue experience possible."

### **ABOUT LIVE NATION:**

Live Nation is the future of the music business. With the most live concerts, music venues and festivals in the world and the most comprehensive concert search engine on the web, Live Nation is revolutionizing the music industry: onstage and online. Headquartered in Los Angeles, California, Live Nation is listed on the New York Stock Exchange, trading under the symbol "LYV." Additional information about the company can be found at [www.livenation.com](http://www.livenation.com) under the "About Us" section.