



LIVE NATION REORGANIZES GLOBAL MUSIC LEADERSHIP BY KEY BUSINESS DRIVERS

LOS ANGELES, CA -- March 2, 2009 -- Live Nation (NYSE: LYV), the world's largest live music company, announced today the appointment of four executives to leadership positions in the company's Global Music Division. The division operates in 33 countries overseeing worldwide concert promotion, touring, sponsorship, artist services and venues, including the company's House of Blues division.

"For the last three years we have been focused on fixing our core global concert promotion business. We have delivered on that promise with 50% organic growth via improvements in our core operational metrics," said Jason Garner, Chief Executive Officer of Global Music. "Our mission going forward is simple - to drive more fans to our concerts while decreasing the operational expense per capita and significantly improving revenue per fan via the maximization of onsite products. These executives are the perfect complement to the unparalleled network of concert promoters and assets we have around the world."

Brian Yost, President of Onsite Products. Mr. Yost has distinguished himself in similar roles at Walt Disney World, Marriott International and Harrah's Entertainment. In this newly created position, Mr. Yost will develop new products that maximize the monetization of the onsite concert experience.

John Rostas, President of Global Venues. Mr. Rostas is a veteran of General Electric, where he led the implementation of Six Sigma for a number of GE businesses. In this newly created position, Mr. Rostas is tasked with establishing best practices and driving operational efficiencies across Live Nation's global portfolio of venues to continue to realize margin improvement.

Seth Matlins, Global Chief Marketing Officer. In his new position, Mr. Matlins' role is to increase the number of concert attendees by leveraging his vast experience with global brands to build marketing and media partnerships with corporate America that maximize Live Nation's more than \$150 million annual media spend and 43 million attendees at our promoted events. Mr. Matlins previously worked at Creative Artists Agency in a similar role.

Robert Peters, Chief Strategic Officer. Mr. Peters will continue in his role of working to identify key trends and growth opportunities and drive strategy formulation and execution through every level of the organization.

Each of the above executives will be based in Live Nation's Los Angeles headquarters and will report to Mr. Garner.

ABOUT LIVE NATION

Live Nation's mission is to maximize the live concert experience. Our core business is producing, marketing and selling live concerts for artists via our global concert pipe. Live Nation is the largest producer of live concerts in the world, annually producing over 22,000 concerts for

1,600 artists in 33 countries. During 2008, the company sold over 50 million concert tickets and drove over 70 million unique visitors to LiveNation.com. Live Nation is transforming the concert business by expanding its concert platform into ticketing and building the industry's first artist-to-fan vertically integrated concert platform. The company is headquartered in Los Angeles, California and is listed on the New York Stock Exchange, trading under the symbol LYV. For additional information about the company, please visit www.livenation.com/investors.

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