

Madonna's Sticky & Sweet Tour: The Beat Goes On!

**Largest Audience Ever for a Concert In Switzerland
Record Breaking Ticket Success in South America**

LOS ANGELES, Calif September 2, 2008 Madonna kicked off her Sticky & Sweet World tour August 23rd in Cardiff to unanimous acclaim and just played to 72,000 in Zurich, the largest audience ever for a concert in Switzerland. This mashed up, rock tinged dance-athon features familiar hits and new favourites including "4 Minutes," "Candy Shop" and "Give It 2 Me" from her sensational 'Hard Candy' album that debuted at number 1 in 32 countries.

*"If those who took in this spectacular opening to Madonna's world tour have seen anything as slick, innovative and energetic in recent months, then please point it out. The choreography, visuals and live talent were world class and mind-blowingly well executed, intelligent and witty." – The Independent 4**

"In the premiere league of song-and-dance spectacles, the queen of pop remains unrivalled and undefeated." -The Times

"Without question Madonna is still the Queen of Pop. Long live the Queen." – The Sun

"Nobody does a big stadium show quite like Madonna – this is a theatrical, two hour blockbuster." – Daily Mail

The European leg of the tour finishes September 27th in Athens while the US leg starts October 4th in New Jersey and finishes in Miami November 26th. Sticky & Sweet then travels to Mexico where two stadium performances sold out in record time. In South America, record setting pre-registration to buy tickets has resulted in over 450,000 advance reservations for what has now become six confirmed performances in Brazil (3), Chile (2) and Argentina (1).

Sticky & Sweet boasts two hours of non stop hits that includes new twists on old favourites ("Vogue," "Borderline," "La Isla Bonita," "Like A Prayer") coupled with sensational versions of modern classics ("Music," "Hung Up," "4 Minutes," "Give It 2 Me").

Hot on the diamante shaped heels of her phenomenally successful "Hard Candy" disc, Sticky & Sweet features 16 dancers, a 12 piece band, more than 8 costume changes for the lady herself and £1 million (\$1.8 million) of Swarovski crystals.

The audience is taken on a rock driven dancetastic journey that's broken into four sections:

The Pimp Section

A mashed up homage to 1920's deco and modern day gangsta pimp, Madonna makes a grand entrance dressed by Givenchy.

Old School

Madonna tips her hat to her early 80's downtown New York City dance roots with flashes of Keith Haring and the dance culture vibe of the time including the birth of rap.

Gypsy

A VIP trip to La Isla Bonita infused by the spirit of Romanian folk music and dance. A tour de force.

Rave

Far eastern influences emerge all sparkly and sporty.

The Sticky & Sweet Tour is produced by Live Nation Global Touring.

For news, contests, tour dates and more visit: www.MADONNA.com

Madonna Press Contact:
Liz Rosenberg at Warner Bros. Records
Liz.Rosenberg@wbr.com / 212-707-3256

Live Nation Press Contact:
John Vlautin
johnvlautin@livenation.com / 310-867-7127

MADONNA.COM:

For complete concert information, fan club membership, contests and more visit: www.madonna.com.

All ticket buyers for the tour get a free trial one year Virtual Icon membership which provides access to the largest digital archive of Madonna photos online, a social networking community of dedicated Madonna fans, contests, news and much more. Sign up for Icon at Madonna.com today.

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 under the "About Us" section