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LIVENATION.COM INTRODUCES NEXT WAVE OF CUSTOMIZATION FOR MUSIC FANS WITH THE DEBUT OF “MY LIVE NATION”

LOS ANGELES, CA – January 9, 2008 -- LiveNation.com, the online destination of the world’s largest live music company, unveiled today “My Live Nation,” a suite of software tools which enables fans to customize their Live Nation search pages to receive concert recommendations tailored to their specific musical tastes. In addition, the new initiative will allow fans to set their preferences with regard to how they receive concert information from Live Nation.

The announcement was made earlier today by Live Nation Global Digital Chief Executive Officer, Bryan Perez, at *Billboard Magazine’s* Digital Music Live! conference at the 2008 International CES convention in Las Vegas, Nevada.

My Live Nation is a significant step in the development of additional fan-friendly products from LiveNation.com. With new tools like My Live Nation Calendar, My Favorites (Artists and Venues) and My Locations, music fans can customize their LiveNation.com search pages with just a few keystrokes, tailoring the world’s most powerful concert search engine to fit with their own musical tastes.

The screenshot displays the Live Nation website's user interface. At the top, there's a navigation bar with the Live Nation logo and 'Concert and Ticket Search'. Below this, there are several sections: 'ADD ARTISTS & VENUES' with a search bar containing 'Pink Floyd' and a 'Search' button; 'MANAGE MY FAVORITES' with tabs for 'Artists' and 'Venues', a list of artists with checkboxes, and a 'Delete Artist' button; and 'Local Concert Tickets' with buttons for 'Available Now', 'Available Soon', 'Venues List', and 'Date Search'. The footer contains copyright information and various links.

“Our goal for LiveNation.com is to focus on the fan and address their needs first,” said Mr. Perez. “One of the reasons most often cited by fans for missing shows is that they simply weren’t aware of them. With My Live Nation, we are making it simple and easy for them to keep up with information on their favorite artists, venues and cities, and giving them control over how we communicate that information to them in the most convenient way, whether it’s online, through email or text messages.”

Music fans can customize their LiveNation.com search page by entering their favorite artists and venues, or simply by enabling the page to sync with their iTunes music library. Live Nation expects to enable fans to sync their My Live Nation with other popular music networks and applications later in the year. Once music fans set up their favorites list, they can elect to receive concert updates through email alerts, e-newsletters, text messages or on their customized LiveNation.com search page.

LiveNation.com is a leading destination for music fans. LiveNation.com is a live music search engine which provides information to fans around the world on tour dates, artists and venues, and also serves as an important access point for concert tickets for registered ticket club members, VIP parking and club access. Collectively, Live Nation's websites are the second most visited event websites in the United States, according to Nielson//NetRatings.

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."

