



U2 360° TOUR

Presented by BlackBerry

Revolutionary Production Design Revealed

LOS ANGELES – March 9, 2009 -- U2.com today confirms that the U2 360° Tour will open at the Nou Camp Stadium in Barcelona on 30th June. The U2 360° Tour is sponsored by BlackBerry® and is the band's first stadium outing since the Vertigo Tour 05/06 and follows the release of their acclaimed album, No Line On The Horizon. Their 12th studio album, No Line On The Horizon is already number 1 in the UK, Ireland, France, Germany, Belgium, Finland, Japan and the Czech Republic with further chart positions to be announced this week.

Produced by Live Nation Global Touring, U2 360° will visit 14 cities across Europe including dates in Milan, Gothenburg, Amsterdam, Paris, Nice, Dublin, Chorzow, Berlin, Gelsenkirchen, London, Sheffield and Glasgow before finishing at Millennium Stadium in Cardiff on 22nd August. The European tour will be followed by dates in North America beginning at Chicago's Soldier Field on September 12th, 2009.

Long-time U2 Show Director Willie Williams has worked again with architect Mark Fisher (ZooTV, PopMart, Elevation and Vertigo), to create an innovative 360° design which affords an unobstructed view for the audience. U2 360° also marks the first time a band has toured in stadiums with such a unique and original structure (which can be viewed at U2.com).

"U2 has always been at their best when surrounded by their audience, this staging takes a giant leap forward. With 85 percent of the tickets priced at less than \$95.00, general admission floor tickets priced at \$55.00 and at least 10,000 tickets at every venue priced at the \$30.00 price range, we have worked very hard to ensure that U2 fans can purchase a great priced ticket with a guaranteed great view," says U2's manager Paul McGuinness. Arthur Fogel, Chief Executive Officer Global Touring/Chairman - Global Music Live Nation commented: "Following the overwhelming worldwide success of the Vertigo tour where every available ticket was sold, there is tremendous anticipation for this tour and to experience this revolutionary production. As usual fans will not be disappointed."

Commenting on the new relationship between U2 and BlackBerry-maker Research In Motion (RIM), Paul McGuinness added: "This tour announcement marks the first stage of a relationship and shared vision between RIM and U2 that we expect will lead to new and innovative ways to enhance the mobile music experience on the BlackBerry platform for U2 fans. We look forward to sharing more details as the relationship unfolds."

In keeping with their long-standing tradition, U2 will welcome a number of different support acts to the tour including Glasvegas, Elbow, Kaiser Chiefs, Snow Patrol and Black Eyed Peas with additional artists to be announced.

Tickets for U2 360° performances in Milan and Gothenburg go on sale this Friday, March 13th. Tickets for the Amsterdam performance go on sale this Saturday, March 14th. Full details of all dates and on-sale information as well as a virtual model of the unique production and seating positions can be found on a dedicated microsite at U2.com. As usual, existing subscribers to U2's official website u2.com will have an opportunity to purchase tickets in advance of the public on sale date.

www.U2.com

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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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EUROPEAN TOUR SCHEDULE:

| | | |
|---------|----------------|----------------------|
| 30-JUNE | BARCELONA, SP | NOU CAMP |
| 07-JULY | MILAN, IT | SAN SIRO |
| 11-JULY | PARIS, FR | STADE DE FRANCE |
| 15-JULY | NICE, FR | PARC CHARLES EHRMANN |
| 18-JULY | BERLIN, DE | OLYMPIC STADIUM |
| 20-JULY | AMSTERDAM, NL | ArenA |
| 24-JULY | DUBLIN, IE | CROKE PARK |
| 31-JULY | GOTHENBURG, SE | ULLEVI |
| 06-AUG. | CHORZOW, PL | SLASKI STADIUM |
| 10-AUG. | ZAGREB, HR | MAKSIMIR STADIUM |
| 14-AUG. | LONDON, UK | WEMBLEY STADIUM |
| 18-AUG. | GLASGOW, UK | HAMPDEN PARK |
| 20-AUG. | SHEFFIELD, UK | DON VALLEY STADIUM |
| 22-AUG. | CARDIFF, UK | MILLENNIUM STADIUM |

NORTH AMERICAN TOUR SCHEDULE:

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|----------|--------------|-------------------|
| 12-SEPT. | CHICAGO, IL | SOLDIER FIELD |
| 16-SEPT. | TORONTO, ON | THE ROGERS CENTRE |
| 20-SEPT. | BOSTON, MA | GILLETTE STADIUM |
| 24-SEPT. | NEW YORK, NY | GIANTS STADIUM |

In September and October, U2 360 will also visit: Atlanta, GA; Charlottesville, VA; Dallas, TX; Houston, TX; Las Vegas, NV; Los Angeles, CA; Norman, OK; Phoenix, AZ; Tampa, FL; Washington, DC and Vancouver, BC. Complete Tour and ticketing information to follow.

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