



(RED) NIGHTS

For Immediate Release

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(RED)TM AND LIVE NATION ANNOUNCE (RED)NIGHTS, THE CONCERT SERIES TO COMBAT AIDS IN AFRICA

Today, (RED) and Live Nation (NYSE:LYV) announce the (RED)NIGHTS series, an innovative slate of 26 live concerts in the U.S., which will raise money and awareness for the ultimate goal of eliminating AIDS in Africa. To kick off the series, (RED)NIGHTS artists, Santigold, Gomez, O.A.R., Fall Out Boy, Lisa Hannigan, The Veronicas and The All-American Rejects will turn one of their upcoming concerts (RED).

“I believe no person deserves to suffer from a preventable, treatable disease simply because they can’t afford medicine,” said Marc Roberge of O.A.R. “If bringing awareness to what (RED) is doing helps one person receive antiretroviral treatment and live a healthy life, we have accomplished our goal.”

(RED) will present the (RED)NIGHTS concert series at select Live Nation clubs and theaters across the country. (RED) and Live Nation are collaborating to link acclaimed artists with their fans to join the fight against AIDS in Africa. Information about the events already scheduled for the (RED)NIGHTS concert series can be found at <http://www.livenation.com> and <http://www.joinred.com/rednights>.

“(RED) was looking to engage more people in its mission, to help eliminate AIDS in Africa. The (RED)NIGHTS series is an innovative concept that combines the power of Live Nation’s live music platform and venues to use people’s passion for music to raise awareness and, ultimately, generate more money to help eliminate AIDS in Africa.” said Russell Wallach, President of North American Alliances for Live Nation. “We’re building a great line up of artists for (RED)NIGHTS, and believe we can help (RED) successfully deliver its message by connecting them with music fans all over the country.”

Bringing the (RED) experience to life in a new way, (RED)NIGHTS and the community of participating artists will come together to use great live music to raise awareness of (RED)’s primary objective—to help eliminate AIDS in Africa. With each live show, (RED)NIGHTS hopes to inspire fans to participate in (RED)’s mission, highlight the many ways to get involved beyond the concert and encourage people to share the message and experience with others. Ultimately, it is the goal of (RED)NIGHTS to build a community—of artists, concertgoers and music fans everywhere—that is passionate about helping to save lives in Africa. A portion of the proceeds of each (RED)NIGHTS concert goes directly to the Global Fund (theglobalfund.org).

**For more information please contact Carla Sacks or Brendan Gillen at
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“(RED)NIGHTS is one more way for people to become (RED) and support our efforts to eliminate AIDS in Africa,” says Jenifer Willig, Director of Partners and Marketing at (RED). “We're so honored to have incredible artists turning their shows (RED) and look forward to bringing (RED)NIGHTS to fans across the country.”

(RED)NIGHTS arrives on the heels of (RED)WIRE™, the innovative new digital music service from (RED). The (RED)NIGHTS artists will join an impressive community of (RED) artists who are participating in (RED)WIRE, including U2, Coldplay, The Killers, Jay-Z, Elvis Costello, John Legend, Sheryl Crow, Neko Case, Noel Gallagher, Conor Oberst, TV On The Radio, Death Cab For Cutie, Michael Franti and many more. (RED)NIGHTS and (RED)WIRE mark the first time (RED) has moved into the music arena and are a mutual extension of (RED)'s mission, whereby the music community is coming together as a vehicle to raise awareness and funds to help fight AIDS in Africa.

About (RED)™ and (PRODUCT) RED™

(RED)'s primary objective is to engage the private sector in raising awareness and funds for the Global Fund, to help eliminate AIDS in Africa. Companies whose products take on the (PRODUCT)RED mark contribute a significant percentage of the sales or portion of the profits from that product to the Global Fund to finance AIDS programs in Africa, with an emphasis on the health of women and children. Current partners are: American Express (U.K. only), Apple, Converse, Gap, Emporio Armani, Hallmark, Dell, Windows and Starbucks. Since its launch in the spring of 2006, more than \$130 million has been generated by (RED) for the Global Fund. (RED) money is at work in Swaziland, Rwanda, Ghana and Lesotho. For more information, visit JOINRED.COM.

About The Global Fund to Fight AIDS, Tuberculosis and Malaria

Since its creation in 2002, the Global Fund has become the dominant financier of programs to fight AIDS, tuberculosis and malaria, with approved funding of US \$15 billion for programs in 140 countries. The Global Fund supports programs based on agreed performance targets and disburses money in response to proven results. At the end of 2008, programs supported by the Global Fund have averted more than 3.5 million deaths by providing AIDS treatment for 2 million people, TB treatment for 4.6 million people, and by the distribution of 70 million insecticide-treated bed nets for the prevention of malaria worldwide. For more information visit <http://www.theglobalfund.org>.

(RED)™ is the Global Fund's largest private sector contributor. For more information, please visit <http://www.theglobalfund.org>.

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 <http://www.livenation.com/investors>.

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