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MUSIC FANS: SEE THE STAGE FROM YOUR VIRTUAL SEAT LONG BEFORE THE SHOW

LIVE NATION.COM LAUNCHES STATE-OF-THE-ART 3D SEAT MAPS

LOS ANGELES, CA – October x, 2007 – LiveNation.com, the online destination of the world’s largest live music company, announced today the launch of interactive 3D seat maps for the majority of its amphitheatres across the country. The technology enables music fans to locate their desired seats based on a 3D image of the selected venue. Then, with just one more click, music fans can see an animated version of the actual view of the stage from their seat.

“We’ve done away with archaic two dimensional seat maps in most of our amphitheatres across the country and we believe the fans are going to love it,” said Bryan Perez, Live Nation Global Digital President. “Our new maps provide music fans with a direct link to their seat, wherever it may be in the venue, in just seconds.”



With these 3D seat models, which are animated three-dimensional images of Live Nation amphitheatres, users will be able to familiarize themselves with the venue in just seconds on their computer. Fans can see a realistic view of the facility and test out the different seating options and their corresponding view of the stage prior to purchasing tickets. Music fans can also make selections for premium seats and VIP boxes. Links to each of the new maps are listed below.

LiveNation.com is a leading destination for music fans as a live music search engine offering tour dates and information on artists and venues to fans around the world, as well 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 Nielsen//NetRatings. The company expects to roll out 3D seat maps for additional Live Nation venues in the coming year.

List of Venues with 3D Seat Maps:

PNC Bank Arts Center
Tweeter Center Boston
Shoreline Amphitheatre
Nikon at Jones Beach Theater
Verizon Wireless Music Center
First Midwest Bank Amphitheatre
Nissan Pavilion
Tweeter Center at the Waterfront
Ford Amphitheater
Sound Advice Amphitheatre
Darien Lake Performing Arts Center
Journal Pavilion
Verizon Wireless Amphitheatre
Verizon Wireless Amphitheatre (Virginia Beach)
Alpine Valley Music Center
Cricket Pavilion
North Folk Theater
Verizon Wireless Amphitheatre (Selma)
Toyota Pavilion
Smirnoff Music Center
Verizon Wireless Amphitheatre (Irvine)
Hyundai Pavilion at Glen Helen
Verizon Wireless Amphitheatre (Birmingham)
Verizon Wireless Amphitheatre (Charlotte)
Sleep Train Pavilion
Charter One Pavilion
White River Amphitheatre
Bank of America Pavilion
The Murat Center
Time Warner Cable Amphitheatre
Walnut Creek Pavilion
Lawn at White River State Park
Saratoga Performing Arts Center
Post Gazette Pavilion
New England Dodge Music
Chevrolet Theater

Holmdel, NJ
Mansfield, MA
Mountain View, CA
Jones Beach Wantagh, NY
Noblesville, IN
Tinley Park (Chicago), IL
Bristow, VA
Camden, NJ
Tampa, FL
West Palm Beach, FL
Darien Center, NY
Albuquerque, NM
Maryland Heights, MO
Virginia Beach, VA
East Troy, WI
Phoenix, AZ
Westbury, NY
Selma, TX
Scranton, PA
Dallas, TX
Irvine, CA
San Bernardino, CA
Pelham, AL
Charlotte, NC
Concord, CA
Northerly Island Chicago, IL
Auburn, WA
Boston, MA
Indianapolis, IN
Cleveland, OH
Raleigh, NC
Indianapolis, IN
Saratoga Springs, NY
Pittsburg, PA
Hartford, CT
Wallingford, CT

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."

About Ballena Technologies Inc. - www.seats3d.com

Ballena Technologies Inc. is the recognized leader for event-venue and stadium 3D visualization, selling its products into the \$20 Billion ticketing industry. Ballena's proprietary computer-generated models provide the highest resolution at the lowest Internet speeds in the market and require no plug-in software. Ballena's one-of-a-kind applications give fans the option to virtually view seats from every location in the venue quickly and intuitively. Through Ballena's platform, clients can develop relationship-marketing tools, up-sell existing products and increase online advertising opportunities to its fans. Ballena Technologies Inc. clients include 36 Live Nation Amphitheatres, 23 NBA teams, 15 NCAA teams, 13 NHL teams, 10 NFL teams, MLB teams and numerous other venues and event locations including 13 tracks for International Speedway Corporation (ISC).

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