

## TICKETMASTER AUSTRALIA ANNOUNCES PARTNERSHIP WITH CROWN RESORTS VENUES IN PERTH AND MELBOURNE



MELBOURNE, AUSTRALIA (14 August, 2015) –

Ticketmaster Australia, a Live Nation Entertainment company, in conjunction with Channel Seven, is excited to announce it has been selected as the exclusive ticketing partner for Crown Resorts in Perth and Melbourne.

Ticketmaster has commenced ticketing services for Crown Resorts venues — the Crown Theatre Perth and The Palms at Crown — and has already facilitated a major onsale for the upcoming season of THE LION KING at Crown Theatre Perth.

Maria O'Connor, managing director of Ticketmaster Australia and New Zealand, said: "Crown Resorts operates two premier venues in Perth and Melbourne and Ticketmaster is proud to have entered into a partnership with this world-class organisation.

"We are committed to providing our clients and customers with the best products, tools, technology and services to make the ticket buying process simple and engaging.

"Ticketmaster has extensive experience providing ticketing services for major entertainment venues and theatres throughout Australia, and we look forward to a long and successful partnership with Crown Resorts and the two venues."

Barry Felstead, chief executive officer Crown Resorts, said that he was delighted with the new appointment.

"Ticketmaster has been successful in securing Crown Resorts business through a very competitive and strict tender process. Ticketmaster, along with their partners in Live Nation and Channel Seven, offers a fantastic business partnership which complements Crown Resorts' entertainment strategy in both Perth, Melbourne and in overseas markets," Felstead said.

The new agreement between Ticketmaster and Crown Resorts is further strengthened by the addition of the Seven Network as a strategic digital, events and media partner on this project.

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Commenting, Seven's chief revenue officer Kurt Burnette said: "We are delighted to be working closely with Ticketmaster and Crown Resorts on this project. We are expanding our presence in major events and our alignment with Ticketmaster as the exclusive ticketing partner for Crown is a positive step forward for us."

The two Crown Resorts venues are world-class facilities that regularly host local and international acts. Crown Theatre Perth has capacity for up to 2300 patrons and hosts long-running musicals as well as concerts, ballet, children's shows, comedy events and major onstage spectaculars.

The Palms at Crown is a multi-layered auditorium that caters for up to 800 patrons. The unique venue offers a range of seating with cabaret style tables, tiered booths and balcony seating.

As a full-service ticketing provider, Ticketmaster offers clients and customers the best in customer service, technology, innovation, marketing and distribution. Ticketmaster's partnership with Crown Resorts is a fantastic opportunity to present event goers in Perth and Melbourne with even more great live events.

## **About Live Nation Entertainment**

Live Nation Entertainment (NYSE: LYV) is the world's leading live entertainment company comprised of global market leaders: Ticketmaster, Live Nation Concerts, Live Nation Media & Sponsorship and Artist Nation Management. For additional information, visit [www.livenationentertainment.com](http://www.livenationentertainment.com).

## **About Ticketmaster Australasia:**

Ticketmaster Australasia is the local arm of Ticketmaster International, the world's leading event ticketing company, and provides state-of-the-art ticketing, marketing and entry management solutions to a wide variety of venues and events in Australia and New Zealand.

## **About Crown Resorts:**

Crown Resorts is a leading provider of world-class luxury resorts and entertainment facilities, with properties and investments in Melbourne, Perth, Macau, Manila and London. The business is globally renowned for luxury accommodation, quality dining and world-class gaming and entertainment facilities.

## **About Seven:**

Seven is Australia's most-watched broadcast television platform. The network is expanding its presence in media, driving its leadership in the creation of content and delivering that content anywhere, anytime to the biggest audiences. Seven is a key business of Seven West Media, Australia's leading multiple platform media company which has a market-leading presence in broadcast television, magazine and newspaper publishing and

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online. The company is the home of many of Australia's best performing media businesses – Seven, 7TWO and 7mate, Pacific Magazines, The West Australian, Presto, PLUS7 and Yahoo!7.

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