

LIVE NATION'S WEST PALM BEACH VENUE GETS NEW NAME: PERFECT VODKA AMPHITHEATRE



WEST PALM BEACH, FL (July 27, 2015) – Live Nation Entertainment and Perfect Vodka today announced a multi-year agreement to name South Florida's premier outdoor venue **Perfect Vodka Amphitheatre**.

"We are so excited to partner with Live Nation to give all guests of the newly named Perfect Vodka Amphitheatre a chance to see why we won the Gold in the International Craft Spirit awards with our naturally non-GMO and gluten free vodka. Great music and our smooth vodka are sure to make perfect memories," said Perfect Vodka President Dennis C. Cunningham.

The 19,000 capacity outdoor venue, featuring 13,000 on the lawn and 6,000 reserved seats, has hosted over five million fans with more than 600 shows and festivals combined, since opening in 1996. The venue has featured top performances in past years, including outstanding acts by Aerosmith, Radiohead, Eminem, Coldplay, Maroon 5, Tom Petty and The Heartbreakers, Kenny Chesney and many more.

"We are thrilled to join forces with Perfect Vodka and integrate their brand into the excitement of live entertainment with top shelf artists and the wide array of assets this amphitheater has to offer," said Andy Peikon, senior vice president of Live Nation venue sales. "Our venue in West Palm Beach and Perfect Vodka's presence throughout Florida make this the perfect partnership for the brand to engage and connect with music fans."

Distilled and bottled exclusively in France, Perfect Vodka is a one-of-a-kind alcoholic beverage. It is the only vodka made from the natural waters of the Vosges Mountains and the winner of the prestigious 2014 International Craft Spirits Award gold medal, naming it the smoothest, best tasting spirit in the entire world. The beverage is offered in most states and 21 countries, and the brand will now enjoy exposure to millions of music fans through naming rights of this South Florida music institution.

There is an amazing lineup of shows still on tap for the 2015 season at the Perfect Vodka Amphitheatre including: Incubus, Zac Brown Band, Van Halen, Tim McGraw, Dave Matthews Band, Toby Keith and more.

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.

About Perfect Vodka:

Award winning Perfect Vodka is distilled and bottled exclusively in France with wheat grown in the Brie Champagne Region. The wheat is non-GMO, certified of-origin and grown with no pesticides. The vodka is also gluten-free. Perfect Vodka is also the only vodka made from water that comes from the foot of the Vosges Mountains in France, which is known for its pristine, natural waters. Perfect Vodka is distilled five times in copper tubing and filtered with cotton because cotton catches everything; we take no chances with our flavor. Perfect Vodka is also the winner of the prestigious 2014 International Craft Spirits Award Gold Medal. This coveted award means Perfect Vodka is the smoothest best tasting spirit in the entire world, beating out competitors such as Grey Goose and Belvedere vodka. Want to try our award winning vodka? Perfect is available in most states and 21 countries. For more information, visit www.perfectvodka.com.

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