

## LIVE NATION AND SHELL ANNOUNCE INTEGRATED MUSIC SPONSORSHIP

– Program Features Custom Backseat Pass Web Series Powered by Pennzoil®, Eight-Amphitheater Venue Alliance, Consumer Promotions & Prizing, and Artist Association –



**LOS ANGELES (July 6, 2015)** – Live Nation Entertainment and Shell Oil Products US today announce a marketing alliance for Shell to become the official fuel sponsor and Pennzoil to become the official lubricants sponsor at eight of Live Nation's amphitheaters across North America. As part of this relationship, the Pennzoil brand is extending its collaboration with Live Nation, which began in October 2014 with *Backseat Pass*, a video series on a custom-designed site with musical artists performing a song in the backseat of a moving vehicle, bringing to life the natural connection between music and cars in a compelling way. The footage of artists performing is captured by Live Nation and distributed for fans on a Pennzoil-branded microsite ([pennzoilbackseatpass.com](http://pennzoilbackseatpass.com)) that also features a fan-facing promotion, awarding a lucky fan with a VIP flyway experience to a Live Nation festival of his or her choice and content highlighting Pennzoil's new product technology.

Along with the continued excitement of the web series, the Shell and Pennzoil brands are aligning with the power of live music to create unique experiences for consumers and fans at select Live Nation venues.

“Over the past few years, Pennzoil has created an expanding footprint in the music category, enhancing fan passion for cars and music along the way. In 2015, together with Live Nation, Pennzoil will continue on their journey to take musical performances to the next level,” said Doug Kooyman, Pennzoil Global Brand Director. “Live Nation is always evolving the consumer music experience, making the collaboration a perfect fit for the Pennzoil brand that has built their own reputation for pushing the limits of innovation. With Pennzoil having a reputation of pushing the limits of innovation, it's easy to see why this collaboration is a perfect fit.”

As the official fuels and lubricants sponsors of eight Live Nation venues in North America, Shell and Pennzoil will have naming rights on VIP pavilion decks and parking lots, providing impactful and relevant places to engage consumers throughout the summer, the unrivaled season for music. Live Nation will create exciting programs centered around the Pennzoil "Make the Switch" campaign e-launch of Shell V-Power Nitro Plus premium gasoline, and the Fuel Rewards® program, creating premium experiences for consumers connecting them closer to top live performance. By leveraging these music assets, Pennzoil and Shell will amplify each brand's respective campaigns and drive incentives to engage consumers to sign up for the Fuel Rewards program.

On top of unique onsite engagements in each of the select amphitheaters, Live Nation will secure major music artists, including GRAMMY award-winning Zac Brown Band, to participate in exclusive promotions. The program will include the opportunity to win a trip to a Zac Brown Band concert as well as meet-and-greet prizes with the band in 20 different cities. This, among other artist associations, will run across Shell Retail branded media channels and offer a total of 200 artist experiences for consumers and key customer account hospitality.

“Through our collaboration with Pennzoil and MediaCom, we have the opportunity to provide a unique vantage point for a live musical performance — the backseat of a car,” said Jeremy Levine, SVP of Digital Sales for Live Nation. “Backseat Pass Powered by Pennzoil does just that — it powers the performance and allows us to share exclusive content online from an out-of-the-box location featuring today’s favorite artists.”

The “*Backseat Pass Powered by Pennzoil*” series re-launched April 15. Pennzoil will run eight all-new installments this year in addition to the four episodes that ran in 2014. Acts for 2015 include high-profile talent, such as OK Go and Plain White T’s, and premier emerging talent, including Madilyn Bailey, among other popular artists in a variety of genres such as rock, alternative and indie. Fans will be able to sit back, buckle up and watch these performances that are recorded from inside a customized SUV while cruising through Los Angeles. Join us at [www.pennzoilbackseatpass.com](http://www.pennzoilbackseatpass.com) for 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](http://www.livenationentertainment.com).

#### **About Pennzoil®**

At Pennzoil, we’re car people. We love cars and the role they play in our lives. That’s why we tirelessly strive to produce the most technologically advanced, highest performing motor oils on the market. Pennzoil has made the switch to natural gas technology to make purer synthetic motor oils that lead to better performance than motor oils made from crude oil. Every bottle of Pennzoil Platinum®, Pennzoil Ultra Platinum™ and Pennzoil Platinum® High Mileage Full Synthetic motor oil is formulated with PurePlus Technology™. PurePlus Technology™ is the revolutionary process, which converts natural gas into high quality full synthetic base oil, with fewer impurities than traditional base oils made from crude oil. Feel the difference of next level performance. Make the switch.

Pennzoil® is the most trusted motor oil brand in America.\* The full line of Pennzoil® quality products includes Pennzoil Platinum® Full Synthetic motor oil, Pennzoil Ultra Platinum™ Full Synthetic motor oil, Pennzoil Platinum® High Mileage Full Synthetic motor oil, Pennzoil Platinum® Euro Full Synthetic motor oil, Pennzoil Gold™ motor oil, Pennzoil® High Mileage Vehicle® motor oil, Pennzoil® motor oil, and Pennzoil Marine® engine oil. For more information about the full line of Pennzoil® lubricating products, motor oils and filters, please visit [www.pennzoil.com](http://www.pennzoil.com). Not just oil. Pennzoil®.

\* Based on a survey of private motorists, between the ages of 18-64, who own or lease a car in the US, between January 2014 and December 2014.

#### **About Shell Lubricants**

The term ‘Shell Lubricants’ collectively refers to the companies of Royal Dutch Shell plc that are engaged in the lubricants business. Shell Lubricants companies lead the lubricants industry, supplying more than 12% of global lubricants volume. The companies manufacture and blend products for use in consumer, heavy industrial and commercial transport applications. The Shell Lubricants portfolio of top-quality brands includes Pennzoil®, Quaker State®, FormulaShell®, Shell TELLUS®, Shell RIMULA®, Shell ROTELLA® T, Shell SPIRAX® and Jiffy Lube®.

<sup>a</sup>Kline & Company, “Global Lubricants Industry 2012: Market Analysis and Assessment.” **About Shell**

Shell Oil Products US, a subsidiary of Shell Oil Company, is a leader in the refining, transportation and marketing of fuels, with a network of approximately 6,000 Shell-branded gasoline stations in the western United States. Another 8,300 Shell-branded stations in the eastern and southern are managed by Motiva Enterprises LLC, a 50/50 joint venture between Shell Oil Company and Saudi Refining, Inc.

Shell Oil Company is an affiliate of the Royal Dutch Shell plc, a global group of energy and petrochemical companies with 93,000 employees in more than 90 countries. [(NYSE:RDS.A) and (NYSE:RDS.B)]

#### **About MediaCom**

As “The Content + Connections Agency,” MediaCom works with its clients to leverage their brands’ communications systems to produce a step change in business outcomes. MediaCom delivers not just individual channel silo efficiencies, but also connected communications effectiveness by developing and optimizing all content – defined as any form of consumer messaging – as the fuel that drives high-performing systems. MediaCom measures and quantifies communications systems across paid, owned and earned media through its unique Connected System Audit.

MediaCom is one of the world’s leading media communications specialists, with billings exceeding US\$29 billion (Source: RECMA 2013). It employs 6,250 people in 122 offices across 97 countries around the globe. Its client roster includes P&G, VW Group, Dell and Universal. MediaCom is a member of WPP, the world’s largest marketing communications services group, and part of GroupM, WPP’s consolidated media investment management arm.

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