

ATLANTA, Oct. 31, 2013 /PRNewswire/ -- Through a new exclusive relationship, Live Nation Entertainment (NYSE: [LYV](#)), its subsidiary Ticketmaster, and fan experience technology company, [Experience](#), millions of fans at tens of thousands of events each year will now be able to enhance their live event experience via their mobile device. Experience's mobile technology will combine with Ticketmaster's to give Live Nation, Ticketmaster and Ticketmaster clients the ability to provide each and every fan a personalized live event experience.

Using proprietary algorithms that tailor options for each fan based on who they are and why they are attending the event, Experience will enable fans to upgrade their seats before and during an event. Additionally, the new service will allow for the delivery of unique, personalized in-venue experiential content such as having a mascot visit a seat at a ball game, getting on the Fan Cam, gaining special access to meet performers at the circus, or even participating in a VIP meet and greet with a favorite artist or band.

As Ticketmaster's Preferred Partner, Experience's technology will be deeply integrated within the Ticketmaster ticketing systems to ensure seamless access for fans either through their favorite team, venue or artist's branded mobile application, or the Ticketmaster or Live Nation mobile applications or websites.

Jared Smith, Ticketmaster North America president stated: "At Ticketmaster, we are always looking for new ways to help our clients and their fans maximize their connection to live events. This partnership with Experience and their leading mobile solutions will open up new doors for our clients to service their fans in some new and incredible ways."

Experience's technology will also be available for most Live Nation promoted concert events including concerts at the 46 Live Nation owned and operated amphitheaters across the country. Live Nation serves nearly 50 million fans at more than 22,000 shows annually.

Tripp Rackley, chairman of Experience further noted, "We will continue to work together with Live Nation and Ticketmaster to develop great technology that will give fans a way to create even more memories at live events. We are excited to leverage our solution across the largest live event company in the world, enabling millions of fans to take advantage of memorable in-venue experiences and easily upgrade their seats."

This service is available on select events now, with additional events and features being jointly developed for availability in 2014.

About Live Nation Entertainment

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

About Experience

Experience is the fan experience technology company dedicated to making sure fans have fun at live events. With Experience, fans can create a memory by upgrading their seats or participate in other unique experiences all from their mobile device. Experience is the official upgrade partner of MLB.com. Additionally, Experience is the preferred partner for Live Nation Entertainment and Ticketmaster, enabling their millions of fans access to upgrades and experiences at live events. Learn more by visiting expapp.com; follow us on Twitter @ExpApp or Facebook at facebook.com/ExpApp. #makeitmemorable

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