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**RED SKY MUSIC FESTIVAL TO ROCK OMAHA FOR SIX CONSECUTIVE NIGHTS  
Multi-Genre Annual Music Festival Debuts July 2011**

**Omaha, NE** – The Metropolitan Entertainment & Convention Authority and Live Nation have come together to announce the new Red Sky Music Festival bringing top entertainment and breakout artists to Omaha each July. The outdoor festival, produced by Live Nation, will feature all genres of artists, on three stages in Downtown Omaha, for six consecutive days each summer. The inaugural Red Sky Music Festival will be held on July 19, 2011 through July 24<sup>th</sup> taking place in and around TD Ameritrade Park Omaha and the Qwest Center Omaha. Confirmed artists will be announced early next year.

The Festival will kick off each day with bands on two outdoor stages in MECA Parking Lot B directly in front of Qwest Center Omaha and to the south of the stadium. In addition to the bands performing in Lot B each day, there will also be food and beverage tents, sponsorship activation, corporate hospitality and other vendor activity. Once the sun goes down, the Red Sky Music Festival will move next door to the TD Ameritrade Park Omaha for the final big headlining concert of the night.

Commenting on the event, MECA President and CEO Roger Dixon stated, “Partnering with Live Nation, the world’s largest live music company, gives us access to an incredible artistic lineup. We have been working hard to make the Red Sky Music Festival a reality, and we are intrigued with the possibilities of where this festival can go.”

“Omaha is a strong live music market making it an ideal city to create a multi-night music festival to feature the best in superstar and emerging touring talent. The success of Qwest Center Omaha has proved time and time again that Omaha music fans are some of the most passionate live music fans in the country,” said Mark Campana, Co-President, Live Nation, North American Concerts. “We are excited to work with The Metropolitan Entertainment and Convention Authority on what we hope to be a musical highlight of the summer for Omaha.”

**About Live Nation Entertainment:**

Live Nation Entertainment (NYSE-LYV) is the largest live entertainment company in the world: connecting 200 million fans to 100,000 events in over 40 countries which has made Ticketmaster.com the #3 eCommerce website in the world. For additional information, visit [www.livenation.com/investors](http://www.livenation.com/investors).