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HARD ROCK HOTEL & CASINO AND LIVE NATION PARTNER ON NEW ENTERTAINMENT VENUE IN SACRAMENTO

Hard Rock Live Scheduled To Open In Late Spring 2022



SACRAMENTO, Calif. (February 3, 2022) – Hard Rock Hotel & Casino Sacramento at Fire Mountain, the premier entertainment destination in Northern California, and Live Nation, the world’s leading live entertainment company, today announce their partnership for HARD ROCK LIVE, the property’s new state-of-the-art indoor concert venue scheduled to open late Spring in Sacramento, California. Hard Rock will own and operate the building, while Live Nation will exclusively book and promote all shows at the new premiere venue.

HARD ROCK LIVE will be located on the north side of the current property adjacent to the existing Kumi Events Center. The entire site will occupy 65,000 square feet and will feature up to 2,500 seats or 3,000 occupants for general admission. A state-of-the-art audio-visual entertainment venue, the HARD ROCK LIVE is designed to be the region’s premier music, comedy and concert destination. It will also serve as a multi-purpose event center with the capability to host a multitude of programs including meetings & tradeshow, boxing and MMA,



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marketing promotions, and charity & large-scale catered events. The venue will also include a second level mezzanine with VIP skyboxes and balcony seating, creating an intimate setting that will offer some of the most compelling experiences and sightlines in the market. In true Hard Rock fashion, it will also feature dozens of new memorabilia displays from some of the most iconic performers in the music industry for guests to enjoy.



“Entertainment is the foundation of the Hard Rock brand as experienced at our many locations around the world. Attending a live music event is not only exhilarating, it creates memories that will last a lifetime,” said Mark BIRTHA, President of Hard Rock Hotel & Casino Sacramento at Fire Mountain. “We are excited to partner with Live Nation in Northern California to bring HARD ROCK LIVE to Sacramento. This is the next phase of our local partnership that will bring ‘authentic experiences that ROCK’ to fans of both brands.”

“We are very excited to form a partnership with Hard Rock Live,” said Jodi Goodman, President of Live Nation Northern California. “We look forward to booking a compelling and diverse line-up of memorable concerts and live events in the growing Northern California market.”

HARD ROCK LIVE will additionally serve as a community resource in regional emergencies. The facility has been designed to serve as an emergency shelter for up to 1,000 people, if needed.



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This need arose after the Feather River Valley experienced a regional threat by the Oroville Dam in February 2017. That experience weighed in the design of the building by the tribal ownership, leaders of the Estom Yumeka Maidu Tribe of the Enterprise Rancheria.

Hard Rock Hotel & Casino Sacramento at Fire Mountain welcomes Randy Maddocks as its Director of Entertainment. Maddocks previously oversaw all entertainment at the Hard Rock Rocksino Northfield Park in Northeast Ohio and brings a wealth of entertainment and marketing experience to the new venue. In addition, Live Nation is pleased to announce that Rose Kirkland, Senior Vice President of Booking, will be responsible for talent initiatives at the new HARD ROCK LIVE.



About Hard Rock LIVE at Hard Rock Hotel Casino

The HARD ROCK LIVE will be a 2,500-seat state-of-the-art music and multi-event space situated in Yuba County, California, located 35 miles north of Sacramento. Scheduled to open in June of 2022, it will host live music as well as comedy, MMA and Boxing, and marketing, charity and social events year-round. Live Nation, the world's leading live entertainment company, will be the exclusive talent booking agency for the venue.

About Hard Rock Hotel & Casino Sacramento at Fire Mountain

Hard Rock Hotel & Casino Sacramento at Fire Mountain features the latest in live music and entertainment, hospitality, world-class gaming, and exceptional cuisine. The property is Hard Rock's first Vegas-style casino in California and offers a hotel with multiple suite options, a large gaming facility with 1,600 slot machines and 60 table games, along with an outdoor pool and deck area, large meeting space and five unparalleled restaurants. The property recently opened



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ROCKTANE GAS + SMOKE, a new Hard Rock branded state-of-the-art gas service station and drive through smoke shop, the first on the West Coast. The property includes signature brand amenities like the Sound of Your Stay® in-room music program, a Rock Shop® and a Body Rock® fitness center. Additionally, the project marks a historic partnership between two Native American Tribes – The Seminole Tribe of Florida, owners of Hard Rock International, and Enterprise Rancheria. Owners of the Hard Rock Hotel & Casino Sacramento at Fire Mountain property, the Estom Yumeka Maidu Tribe of the Enterprise Rancheria is a sovereign Native American Nation offering diverse tribal government services and programs that improve the quality of life for its some 1,000 tribal citizens and surrounding communities in Northern California. For more information on Hard Rock Hotel & Casino Sacramento at Fire Mountain visit www.hardrockhotelsacramento.com.

For more information about Hard Rock Hotel & Casino Sacramento at Fire Mountain, visit hardrockhotelsacramento.com.

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, and Live Nation Sponsorship. For additional information, visit www.livenationentertainment.com

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