



FOR IMMEDIATE RELEASE

Maroon 5 to Headline Grand Opening of Hard Rock Live at Hard Rock Hotel & Casino Sacramento at Fire Mountain

Friday, June 3, 2022

(March 22, 2022 – Wheatland, Calif.) -- Grammy® Award-winning, multi-platinum band **Maroon 5** are set to headline the grand opening of the brand new **Hard Rock Live** in Sacramento. The band will launch the opening of the 2,500-seat entertainment venue located in Hard Rock Hotel & Casino Sacramento at Fire Mountain. The opening celebrations are part of the building's \$75 million property expansion, to be completed spring 2022.

Tickets go on sale Friday, March 25 at 10 a.m. PT at Ticketmaster.com. Tickets start at \$99.50.

"We are excited to provide our guests with authentic experiences that rock in a venue that is filling a great void in the Sacramento region," says Mark BIRTHA, President of Hard Rock Hotel & Casino Sacramento at Fire Mountain. "Maroon 5 is the perfect band to help us celebrate Hard Rock Live's grand opening. They are incredible live performers and live music is fundamental to the Hard Rock brand. This new venue will become the place for entertainment and world class amenities for the city of Sacramento."

The new Hard Rock Live at Hard Rock Hotel & Casino Sacramento at Fire Mountain will be one of the most unique live music experiences in Sacramento. The 65,000-square-foot facility has state-of-the-art in-house sound and lighting, unrivaled sightlines, a second-floor mezzanine level, VIP skyboxes, and mobile-stage technology, creating intimate experiences for events of varying sizes. From A-List music and comedy acts to Mixed Martial Arts and Boxing, this new amenity will continue to validate the property as the premier integrated destination resort for entertainment in Northern California.

Maroon 5's performance is only one of the many shows coming to Hard Rock Live this summer and fall, as the new venue continues to add a variety of acts and a diverse calendar for the remainder of 2022 and into 2023. Please visit hardrockhotelsacramento.com/entertainment for more upcoming shows and events.

About Maroon 5:

Maroon 5 is one of pop music's most enduring artists and the 21st century's biggest acts. To date, the universally renowned Los Angeles band has achieved three Grammy® Awards and has become one of the most successful groups in the history of the Billboard Hot 100 with 13 Top-10 entries. Maroon 5 is the only band to earn more than 20 Top-40 hits. The band has sold over 56 million albums and 328 million singles worldwide and earned gold and platinum certifications in more than 35 countries. In addition to their impressive sales history and chart dominance, Maroon 5 is also one of the most

successful touring artists in pop music. Adam Levine and the band have played in more than 120 concerts in more than 30 countries with almost 3 million fans in attendance. Most recently, Maroon 5 wrapped a year-long World Tour that hit four continents with more than 50 shows in more than 20 countries.

About Hard Rock Live at Hard Rock Hotel & Casino at Fire Mountain

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, is the exclusive promoter and booking partner 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 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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