



ICONIC NEDERLANDER VENUES CONTINUE PARTNERSHIP WITH KTLA 5 AND MERCEDES-BENZ

For the Third Consecutive Year, the Greek Theatre in Los Angeles and City National Grove of Anaheim continue partnership with KTLA 5 and Mercedes-Benz Dealers of Southern California

LOS ANGELES, CA (March 2, 2015) – The Greek Theatre in Los Angeles and City National Grove of Anaheim, exclusively booked and operated by Nederlander Concerts, will continue its partnership with KTLA 5 and the Mercedes-Benz Dealers of Southern California. Mercedes-Benz returns as the presenting sponsor for both venues for the third consecutive year.

The Mercedes-Benz sponsorship includes several on-site exposure elements for the luxury automaker, from interactive vehicle displays and dynamic signage to select preferred parking for Mercedes-Benz owners and much more. Fans will once again be able to participate in the “Best Seats in the House Promotion,” and have their seat locations upgraded during select concerts. Additionally, Mercedes-Benz will receive marketing, social media, advertising and publicity opportunities for all Nederlander promoted events. Nederlander’s partnership with the KTLA Morning News also garners added exposure for Mercedes-Benz as the exclusive sponsor of the 2015 KTLA Mercedes-Benz Greek Theatre Entertainment Report. Sponsored segments will air in the KTLA Morning News and will feature ticket giveaways, live in-studio interviews/performances and pre-produced interviews with artists performing throughout 2015 at both venues.

Mercedes-Benz will also sponsor the VIP Lounge at The Greek Theatre’s lower Zeus Deck and the Star Lounge at City National Grove of Anaheim. Invited guests will have access to these lounges during events for convenient concession access and special amenities.

Alex Hodges, CEO of Nederlander Concerts said, “We are proud to continue our partnership with Mercedes-Benz and KTLA 5, aligning our iconic venues with iconic brands. Reaching and engaging our fans with the added marketing resources Mercedes-Benz and KTLA 5 offers has been extremely valuable to us and we look forward to continuing this relationship for many years to come.”

“Mercedes-Benz is proud to be the presenting sponsor for The Greek Theatre and City National Grove of Anaheim for a third consecutive year,” said Jill Martinette, regional marketing manager for Mercedes-Benz. “Our sponsorship with Nederlander and KTLA continues to enable us to interact with a large audience via our interactive vehicle displays, on-site promotions and media promotion activities.”

“KTLA could not be more pleased and honored with its alliance with Nederlander Concerts and Mercedes-Benz,” commented Don Corsini, President & GM of KTLA. “It’s a truly special relationship that continues to bring together Southern California’s local news leader with the extraordinary Greek and Grove stages and the Mercedes-Benz brand of excellence. ‘The Beat of Southern California’ has never been stronger in supporting the arts thanks to this amazing partnership.”

In a record breaking year, the iconic Greek Theatre presented 75 shows during its 2014 season and was named for the 15th time as “Best Small Outdoor Venue,” in North America. The 5,900 capacity venue hosted a wide variety of diverse star talent drawing over 330,000 fans from across Southern California and throughout the country. Nederlander Concerts exclusively operates, manages and books the venue and is actively programming the Greek’s 2015 season. Shows already announced include, Damien Rice (April 24), Nightwish (May 1), The Decemberists (May 2), The Moody Blues (May 5), Franco De Vita (May 9), The Piano Guys (May 15), Willie Nelson & Family – Alison Krauss & Union Station featuring Jerry Douglas (July 18) and Ben Harper & The Innocent Criminals (Sept. 18). Additional shows will be announced on March 6 as part of the venues annual subscription program.

City National Grove of Anaheim is a versatile 1,700-seat facility, located adjacent to Angel Stadium in Orange County. For over a decade, Nederlander Concerts has exclusively managed, operated and booked a variety of events including live concerts, comedy, community, corporate and private events, and was the first promoter to bring Broadway touring productions to the intimate venue. Upcoming shows at the venue include Pentatonix (March 1), Howard Jones (March 5) and Kansas (March 18), plus many more.

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About Nederlander Concerts

Headquartered in Los Angeles, Nederlander Concerts promotes and produces a wide range of quality live entertainment across the Western United States. This boutique event promotion firm exclusively operates and programs the most coveted and awarded small to mid-size venues including The Greek Theatre and the Pantages Theatre in Los Angeles, the Santa Barbara Bowl, City National Grove of Anaheim, City National Civic of San Jose and Vina Robles Amphitheatre in Paso Robles. In addition, the company promotes events at third party arenas, theatres and clubs up and down the coast including the Galen Center at the University of Southern California, San Diego Civic, RIMAC Arena at UC San Diego and Raley Field in Sacramento. Visit www.nederlanderconcerts.com for more information.

About Mercedes-Benz USA

Mercedes-Benz USA (MBUSA), headquartered in Montvale, New Jersey, is responsible for the distribution, marketing and customer service for all Mercedes-Benz products in the United States. MBUSA offers drivers the most diverse line-up in the luxury segment with 14 model lines ranging from the sporty CLA-Class four-door coupe to the flagship S-Class.

MBUSA is also responsible for the distribution, marketing and customer service of Mercedes-Benz Sprinter Vans, and smart products in the U.S. More information on MBUSA and its products can be found at www.mbusa.com, www.mbsprinterusa.com and www.smartusa.com.

Accredited journalists can visit our media site at www.media.mbusa.com.

About Tribune Broadcasting (KTLA 5 TV)

Tribune Media Company (NYSE: TRCO) is home to a diverse portfolio of television and digital properties driven by quality news, entertainment and sports programming. Tribune Media is comprised of Tribune Broadcasting's 42 owned or operated local television stations reaching more than 50 million households, national entertainment network WGN America, available in approximately 71 million households, Tribune Studios, and Gracenote, one of the world's leading sources of TV and music metadata powering electronic program guides in televisions, automobiles and mobile devices. Tribune Media also includes Chicago's WGN-AM, the national multicast networks Antenna TV and THIS TV. Additionally, the Company owns and manages a significant number of real estate properties across the U.S. and holds other strategic investments in media. For more information please visit www.tribunemedia.com.

Media Contacts:

Vanessa Kromer
Nederlander Concerts
323-817-6108 / vkromer@nederlander.com

Diedra Wylie
Mercedes-Benz USA, LLC
949-598-4855 / diedra.wylie@mbusa.com

John Lovelace
Tribune Media/ KTLA
323-460-5548
jblovelace@tribunemedia.com

Philip Gonzalez
Tribune Media/KTLA
323-460-5544
Philip.Gonzalez@tribunemedia.com