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

***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 (January 21, 2014) – 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 second consecutive year.

The Mercedes-Benz sponsorship includes several on-site exposure elements for the luxury automaker, from interactive vehicle displays at both venues 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 Seat 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 2014 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 2014 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.

“We are thrilled to continue our partnership with Mercedes-Benz and KTLA 5 to bring three iconic brands together,” said Alex Hodges, CEO of Nederlander Concerts. “The additional marketing and publicity opportunities have been incredible and we look forward to cultivating this relationship to reach new audiences and maximize exposure for our world class entertainment.”

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

"KTLA is honored to continue its alliance with the Greek Theatre and Mercedes-Benz," commented Don Corsini, President & GM of KTLA. It's fitting for Southern California's local news leader to combine forces with one of LA's more iconic local venues - and an automotive mark of quality - to support the performing arts. Now more than ever 'the Beat of Southern California' will resonate from the Greek stage thanks to this great partnership!"

The award-winning Greek Theatre is an internationally renowned venue presenting a wide variety of headline entertainment. The 5,900 capacity venue has played host to some of the biggest names in entertainment, from rock to Latin, country to pop and has also been the backdrop for blockbuster movies, including a starring role in 'Get Him to The Greek'. The 2013 season featured numerous sold out performances from a variety of artists. Highlights included three shows by Barry Manilow, two nights of Heart with Jason Bonham's Led Zeppelin Experience, FUN., The Postal Service, Above & Beyond, The Lumineers, plus single sold-out performances by Thievery Corporation, Two Door Cinema Club, and Deftones, among many others.

Currently, Nederlander is programming the 2014 season and has already announced two nights of CINQUANTA: A special evening with Puscifer, A Perfect Circle and Failure (May 10 and 11) and International superstar Enrique Bunbury (September 5) at The Greek Theatre. Many more shows have been confirmed and will be announced in March 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. Beginning in 2002, 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. In 2013, the venue hosted marquee entertainers including four performances by Prince, Boys II Men, Mike Tyson: Undisputed Truth, Merle Haggard, Jim Gaffigan, Adam Ant, Straight No Chaser and many others. A sampling of upcoming performances for 2014 include STYX (January 22), David Garrett (January 23), Kenny "Babyface" Edmonds (February 16) and Lewis Black (March 7), just to mention a few.

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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 and City National Civic of San Jose. 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 and Maybach 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 C-Class to the flagship S-Class sedans and the SLS AMG supercar.

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

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