



PRESS RELEASE

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North Island Credit Union Secures Naming Rights for San Diego Amphitheatre

Iconic San Diego outdoor music venue renamed North Island Credit Union Amphitheatre

San Diego, CA - November 1, 2018 - North Island Credit Union is the new name-in-title sponsor of San Diego's premier amphitheatre, signing a multi-year agreement with Live Nation. Hosting 30+ concerts per year and welcoming more than 300,000 live music fans annually, the venue will now be known as North Island Credit Union Amphitheatre, located in Chula Vista, CA.

The marketing alliance further underscores a shared commitment by the two organizations to provide an extraordinary experience for credit union members and music fans in the San Diego area. Both organizations view the sponsorship as much more than a name change and are working together to continue to enhance the fan experience from a 360° perspective. Additionally, the North Island Credit Union team will be on-site throughout the concert season to engage with fans, provide giveaways and prizes, and to offer information on credit union benefits and services.

"As we were exploring new avenues to support our community, bring more benefits to our members, and extend our brand awareness, the incredible opportunity to partner with Live Nation at this local venue proved to be a natural fit for both of our brands. North Island Credit Union's vision for our member experience aligned seamlessly with Live Nation's commitment to the fan experience," said California Credit Union President/CEO Steve O'Connell. "Together, we will combine our resources to bring a truly unique Southern California concert experience to North Island Credit Union members and all fans. We think fans will be excited about all that North Island Credit Union Amphitheatre will have to offer when the new season kicks off."

The benefits of this partnership will be brought directly to North Island Credit Union members with a dedicated member entrance, discounted ticket pricing, and promotions for tickets and exclusive fan experiences throughout the year.

"North Island Credit Union is dedicated to enriching relationships within their community, so they were a natural fit as a like-minded, long-term partner for this classic amphitheater," said Andy Peikon, senior vice president of Live Nation venue sales. "Together, through the power of live music, we will integrate their brand in authentic ways throughout the venue so they can establish even more meaningful connections with members who have an affinity for live music."

Located in Chula Vista, California, North Island Credit Union Amphitheatre (formerly known as Mattress Firm Amphitheatre) is a 20,000 capacity amphitheatre owned and operated by Live Nation. Opening its doors in 1998, the amphitheatre is the first and largest venue of its kind in the San Diego area. Offering a combination of reserved chairback and open lawn seating, the amphitheatre features top-tier concert tours from April through October. Attracting some of the biggest names in music, Depeche Mode, Jason Aldean, Kendrick Lamar, Weezer, Luis Miguel, and Chris Stapleton have all performed at the venue in recent years.

About North Island Credit Union, a division of California Credit Union

California Credit Union is a federally insured, state-chartered credit union founded in 1933 that serves public or private school employees, community members and businesses across California. With more than 165,000 members and assets of \$3 billion, California Credit Union has 24 branches throughout Los Angeles and San Diego counties. The credit union operates in San Diego County as North Island Credit Union, a division of California Credit Union. California Credit Union offers a full suite of consumer, business and investment products and services, including comprehensive consumer checking and loan options, personalized financial planning, business banking, and leading-edge online and mobile banking. Please visit northisland.ccu.com for more information.

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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