



**LADY GAGA'S
BORN THIS WAY BALL WORLD TOUR
ANNOUNCES COMPLETE NORTH AMERICAN TOUR DETAILS**

THE BORN THIS WAY BALL TO STOP IN 25 NORTH AMERICAN CITIES

**TICKETS GO ON SALE BEGINNING FRIDAY, SEPTEMBER 21ST AT
LIVENATION.COM**

LOS ANGELES, CA (September 18, 2012) – Today, 5-time Grammy Award winner **LADY GAGA** and Live Nation Global Touring have revealed complete details for North American leg of her The Born This Way Ball World Tour! Following overwhelming ticket sales and sold out shows throughout Europe, Australia, New Zealand and Asia, The Born This Way Ball will continue in 2013 visiting 25 cities in North America including performances in New York, Los Angeles, Chicago, and Toronto. In this brand new tour, Gaga performs her latest album *Born This Way* as well as music from both *The Fame* and *The Fame Monster*. The Born This Way Ball began on April 27th, 2012 in Seoul, South Korea. Tickets for North America go on sale beginning Friday, September 21st at www.LiveNation.com.

Pollstar's 2012 Mid Year report ranks the Born This Way Ball as the top grossing tour by any female artist worldwide this year. About the show, the Hong Kong Daily News wrote "Lady Gaga's Born This Way Ball is effortlessly brilliant in both the visual and musical sense," while Seoul Daily said that with her "splendid and unprecedented stage, she is the absolute queen of pop!" The UK's Daily Telegraph called the Ball "quite spectacular," while affirming that "Lady Gaga occupies pole position as the 21st century's ultimate pop star."

"The Haus of Gaga and I have worked for months conceiving a spectacular stage," said Mother Monster. "The Born This Way Ball is an Electro-Metal Pop-Opera; the tale of the Beginning, the genesis of the Kingdom of Fame. How we were birthed and how we will die celebrating."

The Born This Way Ball is Lady Gaga's first tour since the release of her album *Born This Way* (Streamline/Konlive/Interscope), which has sold nearly 6 million copies worldwide since its release in May 2011. The album is the follow-up to back-to-back Grammy Award-winning albums 2009's *The Fame Monster*, and 2008's *The Fame*. Combined, *The Fame* and *The Fame Monster* have sold 15 million albums worldwide, while Lady Gaga's hit singles have combined sales of over 90 million worldwide.

Gaga was named Forbes' Most Powerful Woman in the World 2011 and was included in Time's annual "The 2010 Time 100" list of the most influential people in the world. With over 2.2 billion combined views of all her videos online, Lady Gaga is one of the biggest living people on Facebook with over 53 million 'likes' and is #1 on Twitter with nearly 30 million followers. She has also recently launched her own social network just for fans, LittleMonsters.com. Lady Gaga is the only artist in the digital era to top the 5 million sales mark with her first two hits.

Fans will have first access to ticket presales via LittleMonsters.com on Tuesday, Sept. 18th. To receive an access code for this exclusive presale, sign up for free at LittleMonsters.com and RSVP to the concert that you wish to attend.

Citi® is the official credit card of the US leg of The Born This Way Ball. Citi® cardmembers will have access to presale tickets beginning Wednesday, Sept. 19th at 10am through Citi's Private Pass® Program. For complete presale details visit www.citiprivatepass.com.

The Born This Way Ball starring Lady Gaga is promoted world-wide by Live Nation Global Touring, and brought to you by Skype.

**THE BORN THIS WAY BALL
STARRING LADY GAGA
2013 North American Tour Itinerary**

DATE	CITY	VENUE	SPECIAL GUESTS	ON-SALE
Jan 11	Vancouver, BC	Rogers Arena	Madeon & Lady Starlight	Sept. 21
Jan 14	Tacoma, WA	Tacoma Dome	Madeon & Lady Starlight	Sept. 28
Jan 17	San Jose, CA	HP Pavilion	Madeon & Lady Starlight	Sept. 21
Jan 20	Los Angeles, CA	Staples Center	Madeon & Lady Starlight	Sept. 21
Jan 23	Phoenix, AZ	US Airways Center	Madeon & Lady Starlight	Oct. 5
Jan 25	Las Vegas, NV	MGM Grand Garden Arena	Madeon & Lady Starlight	Sept. 21
Jan 29	Dallas, TX	American Airlines Center	Madeon & Lady Starlight	Sept. 28
Jan 31	Houston, TX	Toyota Center	Madeon & Lady Starlight	Sept. 28
Feb 2	St. Louis, MO	Scottrade Center	Madeon & Lady Starlight	Oct. 5
Feb 4	Kansas City, MO	Sprint Center	Madeon & Lady Starlight	Oct. 5
Feb 6	St. Paul, MN	Xcel Energy Center	Madeon & Lady Starlight	Oct. 5
Feb 8	Toronto, ON	Air Canada Centre	Madeon & Lady Starlight	Sept. 21
Feb 11	Montreal, QC	Bell Centre	Madeon & Lady Starlight	Sept. 29
Feb 13	Chicago, IL	United Center	Madeon & Lady Starlight	Sept. 21
Feb 16	Detroit, MI	Palace of Auburn Hills	Madeon & Lady Starlight	Oct. 5
Feb 19	Philadelphia, PA	Wells Fargo Center	Madeon & Lady Starlight	Sept. 21
Feb 22	New York, NY	Madison Square Garden	Madeon & Lady Starlight	Sept. 28
Feb 25	Washington, DC	Verizon Center	ZEDD & Lady Starlight	Sept. 21
Feb 27	Boston, MA	TD Garden	ZEDD & Lady Starlight	Sept. 28
Mar 6	Brooklyn, NY	Barclays Center	ZEDD & Lady Starlight	Sept. 28
Mar 10	Nashville, TN	Bridgestone Arena	ZEDD & Lady Starlight	Oct. 5
Mar 11	Atlanta, GA	Philips Arena	ZEDD & Lady Starlight	Oct. 5
Mar 13	Tampa, FL	Tampa Bay Times Forum	ZEDD & Lady Starlight	Sept. 28
Mar 15	Ft. Lauderdale, FL	BB&T Center (formerly BankAtlantic Center)	ZEDD & Lady Starlight	Sept. 28
Mar 16	Miami, FL	American Airlines Arena	ZEDD & Lady Starlight	Sept. 28

Itinerary subject to change. More dates to be announced!

For complete tour and ticket information, visit:

www.ladygaga.com and www.livenation.com

About Live Nation Entertainment:

Live Nation Entertainment is the world's leading live entertainment and ecommerce company, comprised of four market leaders: Ticketmaster.com, Live Nation Concerts, Front Line Management Group and Live Nation Network. Ticketmaster.com is the global event ticketing leader and one of the world's top five ecommerce sites, with almost 27 million monthly unique visitors. Live Nation Concerts produces over 22,000 shows annually for more than 2,300 artists globally. Front Line is the world's top artist management company, representing over 250 artists. These businesses power Live Nation Network, the leading provider of entertainment marketing solutions, enabling nearly 800 advertisers to tap into the 200 million consumers Live Nation delivers annually through its live event and digital platforms. For additional information, visit www.livenation.com/investors.

About SKYPE:

Skype is communications software whose purpose is to break down barriers to communication. With an Internet-connected device, families, friends and colleagues can do things together when apart by sharing experiences with messaging, voice and video. Founded in 2003 and based in Luxembourg, Skype is a division of Microsoft Corp. (NASDAQ: MSFT). Skype can be downloaded onto computers, mobile phones, tv's and other connected devices for free at www.skype.com.

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