

FOR IMMEDIATE RELEASE

LIVE NATION MERCHANDISE SIGNS ON WITH SWAGG

LOS ANGELES and ATLANTA — December 28, 2010 — Leading mobile commerce enabler Outlier Inc., a wholly owned subsidiary of [Qualcomm](#) Incorporated (NASDAQ: QCOM), and Live Nation Entertainment Inc. (NYSE: LYV), today announced [Live Nation Merchandise](#), a wholly owned subsidiary of Live Nation Entertainment Inc., as the latest retail merchant partner for Outlier's mobile application, [SWAGG](#)[™]. Consumers registered for SWAGG will be able to purchase gift cards and send them to friends to redeem for Live Nation merchandise, such as concert t-shirts and artist prints. In addition, Outlier will be receiving marketing rights from Live Nation, such as presence in display areas at venues and digital media inventory, to promote SWAGG.

"Our collaboration with Live Nation Merchandise will provide consumers with an efficient and convenient way to get music collectibles from their favorite artist," said Rocco Fabiano, president of Outlier. "SWAGG makes it easy to give and receive Live Nation Merchandise gift cards directly from their mobile device."

"We are excited to help promote SWAGG by utilizing our music platform to reach our consumers," said Russell Wallach, president, Live Nation Network. "Their brand message will connect with millions of music fans through our digital network and our venues."

SWAGG is Outlier's direct-to-consumer offering, with "smart" technology that gives consumers the ability to purchase, personalize and exchange gift cards directly from a mobile device. SWAGG also provides consumers mobile access to account information, special offers and loyalty programs. The technology will change the way consumers transact with their favorite brands and shops. For more information on SWAGG, visit www.SWAGG.com

About Live Nation Entertainment

Live Nation Entertainment (NYSE-LYV) is the largest live entertainment company in the world: connecting 200 million fans to 100,000 events in over 40 countries which has made Ticketmaster.com the #3 eCommerce website in the world. For additional information, visit www.livenation.com/investors

About Outlier

Outlier Inc., a wholly owned subsidiary of Qualcomm Incorporated (NASDAQ: QCOM), is an important participant in the mobile commerce ecosystem. With its mobile domain expertise, Outlier is creating a fresh and exciting mobile revenue channel that will bridge relationships among consumers and retailers. Outlier's innovative technology creates easily accessible, branded and personalized mobile commerce channels that give consumers access to their accounts, offers and transactions while on the go. For more information about Outlier, visit www.OutlierInc.com

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SWAGG is a trademark of Outlier Inc. Qualcomm is a registered trademark of Qualcomm Incorporated. All other trademarks are the property of their respective owners.

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