



## LADY GAGA SELLS OUT AROUND THE GLOBE WITH HER 2010 MONSTER BALL TOUR AND ANNOUNCES EXTENSION TO 2011 NORTH AMERICAN TOUR

### CLEVELAND – QUICKEN LOANS ARENA APRIL 27, 2011 – 8:00 PM

Tickets go on-sale Friday, October 1 at 10am at [LiveNation.com](http://LiveNation.com)

CLEVELAND – September 27, 2010 – **Lady Gaga** has captivated audiences around the globe with her stunning international smash, *The Monster Ball* tour, presented by Virgin Mobile. In 2010 the tour has taken her throughout Europe and North America, where she received rave reviews everywhere she stopped. With the majority of North American dates already sold out, Lady Gaga has announced she will be extending her North American 2011 tour, now including a stop at Quicken Loans Arena. The 2011 North American *Monster Ball* Tour, produced globally by Live Nation and presented by Virgin Mobile, will begin on February 19<sup>th</sup>, 2011 at Atlantic City's Boardwalk Hall, taking her spectacular show to top arenas and a host of new cities.

Critics around the world raved about the first leg of *The Monster Ball* Tour, which Gaga described as “the first-ever pop-electro opera.” *The Sun* called it “breathtaking stuff” and “the best live show you will see this year,” while London's *Independent* wrote: “Gaga's got it, which is why, right now, the whole pop world wants to take a ride on her disco stick.” Writing about her show at Radio City Music Hall, the *New York Times* noted that “her *Monster Ball* tour always provided something worth a snapshot: a sci-fi tableau, perhaps, or a skimpy, glittery costume. The more her image gets around, the better Lady Gaga does.”

“In just 2 years Lady Gaga has become an international superstar, selling out everywhere in the world,” said Arthur Fogel, CEO Global Touring and Chairman – Global Music Live Nation.

Lady Gaga is touring in support of *The Fame Monster*, which was released on November 18<sup>th</sup>, 2009, by Streamline/Konlive/Interscope. The album is the follow-up to 2008's Grammy Award-winning album *The Fame*, which spawned the No. 1 singles “Just Dance” and “Poker Face.” Combined, *The Fame* and *The Fame Monster* have sold 13.5 million albums worldwide, while Lady Gaga's current singles, “Just Dance,” “Poker Face,” “Lovegame,” “Paparazzi,” “Bad Romance” and “Telephone” have combined sales over 50 million worldwide. At this year's BRIT awards, she took home awards for *International Album (The Fame)*, *International Female Solo Act* and *International Breakthrough Act*. At the 2010 MTV VMA's Lady Gaga took home a record 8 wins including ‘Video of the Year’.

Her music videos have received a combined total of over 1 billion views online – the first artist to reach this number. Lady Gaga has made another video milestone with “Bad Romance” becoming the most viewed video of all-time on YouTube.com.

Tickets (general admission floors and reserved seating in the stands) for *The Monster Ball* go on sale for Cleveland beginning Friday, October 1 at 10am at [LiveNation.com](http://LiveNation.com).

Citi® cardmembers will also have access to presale tickets beginning Tuesday September 28<sup>th</sup>, 10am local time through Citi's Private Pass® Program. For complete presale details visit [www.citiprivatepass.com](http://www.citiprivatepass.com).

Virgin Mobile customers will have access to presale tickets beginning Tuesday, September 28<sup>th</sup> at 10am local time. “It's hard to enhance a Lady Gaga tour, but Virgin Mobile will once again spice things up by bringing her fans and our customers one-of-a-kind experiences and memorable moments,” said Bob Stohrer, VP of Marketing for Virgin Mobile USA. “We'll also build on our important partnership with Lady Gaga around the issue of youth homelessness, continuing to raise awareness and inspire volunteerism for young people in need.” For details visit [www.virginmobileusa.com](http://www.virginmobileusa.com).

For complete tour and ticket information, visit: [www.ladygaga.com](http://www.ladygaga.com) and [livenation.com](http://livenation.com).



**Reserved Seat Tickets: \$178 / \$88 / \$52.50**  
**General Admission Floor: \$88**

Tickets go on sale **Friday, October 1 at 10:00am** and will be available at [www.livenation.com](http://www.livenation.com), [www.theQarena.com](http://www.theQarena.com), charge by phone at (888) 894-9424 the Quicken Loans Arena Box Office and all Northern Ohio Discount Drug Mart locations.

**VIRGIN MOBILE PRESENTS**  
**THE MONSTER BALL TOUR**  
**STARRING LADY GAGA**  
**2011 North American Tour Itinerary**

February 19	Atlantic City, NJ	Boardwalk Hall	On sale now
February 21	New York, NY	Madison Square Garden	Sold Out!
February 22	New York, NY	Madison Square Garden	Sold Out!
February 24	Washington, DC	Verizon Center	On sale now
February 26	Pittsburgh, PA	Consol Energy Center	Sold Out!
February 28	Chicago, IL	United Center	On sale now
March 01	Grand Rapids, MI	Van Andel Arena	On sale Oct 2
March 03	Toronto, ON	Air Canada Centre	On sale now
March 04	Buffalo, NY	HSBC Arena	On sale Oct 2
March 06	Ottawa, ON	Scotiabank Place	On sale Oct 1
March 08	Boston, MA	TD Garden Arena	On sale now
March 10	Columbus, OH	Schottenstein Center	On sale now
March 12	Louisville, KY	KFC Yum! Center	On sale Oct 1
March 14	Dallas, TX	American Airlines Center	On sale now
March 15	San Antonio, TX	AT&T Center	On sale now
March 17	Omaha, NE	Qwest Center	On sale Oct 2
March 19	Salt Lake City, UT	Energy Solutions Arena	On sale now
March 22	Oakland, CA	Oracle Arena	On sale now
March 23	Sacramento, CA	ARCO Arena	On sale now
March 25	Las Vegas, NV	MGM Grand	On sale now
March 28	Los Angeles, CA	Staples Center	On sale now
March 29	San Diego, CA	Viejas Arena	On sale Oct 1
March 31	Anaheim, CA	Honda Center	On sale now
April 06	Austin, TX	Frank Erwin Center	On sale now
April 08	Houston, TX	Toyota Center	On sale now
April 09	New Orleans, LA	New Orleans Arena	On sale now
April 12	Ft. Lauderdale, FL	Bank Atlantic Center	On sale now
April 13	Miami, FL	American Airlines Arena	On sale now
April 15	Orlando, FL	Amway Center	On sale Oct 2
April 16	Tampa, FL	St. Pete Times Forum	On sale Oct 2
April 18	Atlanta, GA	Gwinnett Center	On sale now
April 19	Nashville, TN	Bridgestone Arena	On sale now
April 22	Newark, NJ	Prudential Center	On sale Oct 4
April 23	Uniondale, NY	Nassau Coliseum	On sale Oct 4
April 25	Montreal, QC	Bell Centre	On sale Oct 2
April 27	Cleveland, OH	Quicken Loans Arena	On sale Oct 1

Itinerary subject to change. More dates to be announced!  
For complete tour and ticket information visit: <http://www.ladygaga.com>

**About Live Nation Entertainment:**

Live Nation Entertainment (NYSE-LYV) is the largest live entertainment company in the world, consisting of five businesses: concert promotion and venue operations, sponsorship, ticketing solutions, e-commerce and artist management. Live Nation seeks to innovate and enhance the live entertainment experience for artists and fans: before, during and after the show. In 2009, Live Nation sold 140 million tickets, promoted 21,000 concerts, partnered with 850 sponsors and averaged 25 million unique monthly users of its e-commerce sites. For additional information, visit [www.livenation.com/investors](http://www.livenation.com/investors).

**About Virgin Mobile USA:**

Virgin Mobile USA, one of Sprint's prepaid brands, offers millions of customers control, flexibility and connectivity through Virgin Mobile's Beyond Talk™ plans for mobile phone service and prepaid Broadband2Go high-speed Web access. Virgin Mobile branded handsets are available at more than 40,000 retail stores, including Target, Walmart, Best Buy and RadioShack. Top-Up cards are available at approximately 150,000 locations nationwide and can be used for Broadband2Go services. Purchase and experience Virgin Mobile on the Web and at Facebook, Twitter, You Tube and [www.virginmobileusa.com](http://www.virginmobileusa.com).

**For more information, please contact:**

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