



Live Nation To Program Concerts For New York City's Newest Outdoor Venue At The Seaport District

March 21, 2018

Lineup for Inaugural Pier 17 Rooftop Concert Series to be Announced May 7

NEW YORK, March 21, 2018 /PRNewswire/ -- [Live Nation Entertainment, Inc.](#) (NYSE: LYV) and [The Howard Hughes Corporation](#)® (NYSE: HHC) announced today that the Pier 17 Rooftop Concert Series at the Seaport District will be programmed exclusively by Live Nation. The highly anticipated 1.5-acre rooftop is a 3,400-standing, 2,400-seated capacity open-air venue which will feature unmatched views of the Brooklyn Bridge, the Statue of Liberty, and the city skyline. The concert series will bring elite artists to New York's newest entertainment destination, with the musical lineup to be announced May 7.

"Pier 17 is going to be a terrific addition to the New York music landscape and is quickly going to become one of the city's favorite music venues for both fans and artists alike," said Alan Ostfield, President, Live Nation North Atlantic. "Pier 17, with its flexible configuration, memorable experiences and views that are as good as it gets in New York, is going to be a one-of-a-kind venue. The Seaport District is going through a dynamic transformation, reemerging as a revitalized hub of culture and entertainment that brings music, sports, and culinary powerhouses together in one place for everyone in the city to enjoy. Live Nation couldn't be happier to be part of this project with our partners at The Howard Hughes Corporation."



The Howard Hughes Corporation AERIAL



The Howard Hughes Corporation STAGE

"We are pleased to be partnering with Live Nation as we launch the inaugural rooftop concert series at Pier 17," said Saul Scherl, President of the New York Tri-State region, The Howard Hughes Corporation. "We look forward to opening the Pier 17 rooftop this summer and providing a new amenity which will gather people together through live music and vibrant experiences, allowing New Yorkers to reconnect with their city's waterfront and the storied history of the revitalized Seaport District."

An essential part of the city for over 300 years, the re-envisioned Seaport District will continue to function as a community anchor and "port of discovery" for the rapidly growing population of Lower Manhattan. The Howard Hughes Corporation is building upon the Seaport's history as the birthplace of innovation as it transforms an area spanning several city blocks into an integrated district totaling more than 400,000 square feet of dynamic culinary, fashion, entertainment and cultural experiences.

Pier 17 stands as a prominent highlight of the revitalized district. The first two floors of the four-story building will include waterfront restaurants from culinary powerhouses such as Andrew Carmellini, David Chang of the Momofuku Group, and Jean-Georges Vongerichten. Pier 17 will also include ESPN's new live broadcast studios, which will launch in early April. Poised to become an iconic entertainment destination, the Pier 17 rooftop will be one of the most unique venues in the world.

The Seaport District is easily accessible via 11 subway lines through the Fulton Transit Center and World Trade Center stations, as well as by the New York Water Taxi and Staten Island Ferry. The venue is a 20-minute bike ride from Brooklyn and ample bike racks will be available for all shows.

Tickets for Seaport District Concerts can only be purchased through Seaport District strategic partner Ticketmaster. Additional announced strategic sponsors of The Rooftop at Pier 17 are Lincoln Motor Company and Heineken. The Lincoln Motor Company will implement year-round customer-centered activations and drive experiences throughout the district.

For more information please visit www.livenation.com or www.seaportdistrict.nyc.

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

About Seaport District NYC

The Seaport District is New York's original commercial hub, located on the East River in Lower Manhattan with unparalleled views of the Brooklyn Bridge, the Statue of Liberty, and the city skyline. An essential part of the city for over 300 years, the re-envisioned Seaport District will continue to function as a community anchor and "port of discovery" for the rapidly growing population of Lower Manhattan. The Howard Hughes Corporation is leveraging the Seaport's history as the birthplace of innovation as it transforms a district spanning several city blocks, creating more than 400,000 square feet of dynamic culinary, fashion, entertainment and cultural experiences.

Highlights include the new Pier 17, poised to become an iconic entertainment destination with a 1.5-acre rooftop that will serve as a year-round community amenity, including a restaurant, outdoor bars and a venue for concerts, cultural and special events. The Pier Village will include waterfront restaurants from culinary powerhouses such as Andrew Carmellini, David Chang of the Momofuku Group, and Jean-Georges Vongerichten. Pier 17 will also include ESPN's new live broadcast studios, whose launch in April 2018 will mark the official opening of the building, followed by the launch of the Pier 17 rooftop in summer 2018.

The Seaport District will be home to the only U.S. location of Carla Sozzani's pioneering experiential concept store 10 Corso Como and a 50,000-square-foot food hall by Jean-Georges in the restored Tin Building. The Seaport District is home

to Manhattan's first iPic Theater, the highest grossing location in the premier cinema operator's portfolio. For additional information, visit SeaportDistrict.NYC.

About The Howard Hughes Corporation®

The Howard Hughes Corporation owns, manages and develops commercial, residential and mixed-use real estate throughout the U.S. Its award-winning assets include the country's preeminent portfolio of master planned communities, as well as operating properties and development opportunities including: The Seaport District in New York; Columbia, Maryland; The Woodlands®, The Woodlands Hills, and Bridgeland® in the Greater Houston, Texas area; Summerlin®, Las Vegas; and Ward Village® in Honolulu, Hawai'i. The Howard Hughes Corporation's portfolio is strategically positioned to meet and accelerate development based on market demand, resulting in one of the strongest real estate platforms in the country. Dedicated to innovative placemaking, the company is recognized for its ongoing commitment to design excellence and to the cultural life of its communities. The Howard Hughes Corporation is traded on the New York Stock Exchange as HHC. For additional information visit www.howardhughes.com.

Safe Harbor Statement

Statements made in this press release that are not historical facts, including statements accompanied by words such as "will," "believe," "expect," "enables," "realize", "plan," "intend," "assume," "transform" and other words of similar expression, are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are based on management's expectations, estimates, assumptions, and projections as of the date of this release and are not guarantees of future performance. Actual results may differ materially from those expressed or implied in these statements. Factors that could cause actual results to differ materially are set forth as risk factors in The Howard Hughes Corporation's filings with the Securities and Exchange Commission, including its Quarterly and Annual Reports. The Howard Hughes Corporation cautions you not to place undue reliance on the forward-looking statements contained in this release. The Howard Hughes Corporation does not undertake any obligation to publicly update or revise any forward-looking statements to reflect future events, information or circumstances that arise after the date of this release.

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