

**PEPSI FIRE SUMMER SWEEPSTAKES (“SWEEPSTAKES”)
OFFICIAL RULES**

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

SWEEPSTAKES OPEN ONLY TO LEGAL U.S. RESIDENTS OF THE UNITED STATES AND THE DISTRICT OF COLUMBIA WHO ARE 13 YEARS OF AGE OR OLDER AT TIME OF PARTICIPATION. SWEEPSTAKES SHALL BE CONSTRUED AND EVALUATED ACCORDING TO UNITED STATES LAW. DO NOT ENTER THIS SWEEPSTAKES UNLESS YOU ARE ELIGIBLE. VOID WHERE PROHIBITED.

1. SWEEPSTAKES PERIOD: Sweepstakes begins May 18, 2017 at 8:00:00 a.m. Eastern Time (“ET”) and ends July 16, 2017 at 11:59:59 p.m. ET (the “Sweepstakes Period”). Daily entry periods apply; see Schedule in Section 4. The Website (defined below) clock will be the official timekeeper for this Sweepstakes.

2. HOW TO PARTICIPATE: During the Sweepstakes Period, there are two (2) ways to enter the Sweepstakes:

(a) Snap the Snapcode found on specially-marked 20-oz. bottles and 12 packs of Pepsi, Diet Pepsi, Zero Sugar Pepsi, Wild Cherry Pepsi and Pepsi Fire to unlock a filter, lens or game. Next, follow the instructions on www.PepsiFireSweepstakes.com (the “Website”) to complete and submit an entry into the random drawing corresponding to the Day (defined below) in which your entry was received.

(b) **To enter without participating via Snapchat:** Visit the Website (listed above) and follow the instructions to complete and submit an entry into the random drawing corresponding to the Day (defined below) in which your entry was received.

Limit one (1) entry per person/email address/household per day, regardless of entry method.

A day is defined as a twenty-four (24) hour time period beginning at 12:00:00 a.m. ET and ending at the following 11:59:59 p.m. ET with the exception of the first day of the Sweepstakes Period which shall begin at 8:00:00 a.m. ET and end the following 11:59:59 p.m. ET (each a “Day”).

The name of the person submitting the entry must be the name of the authorized account holder of the email address associated with the registration, otherwise, entry(ies) may be deemed void. In the event of a dispute over the identity of a potential winner who entered via the Website, entry(ies) will be declared made by the authorized account holder of the email address associated with the registration used at the time of submitting an entry, and potential winner may be required to provide identification sufficient to show that he/she is the authorized account holder of such email address. It is solely the responsibility of the entrant to notify the Sponsor (defined below), in writing, if the entrant changes his or her email address during the Sweepstakes Period.

Proof of submitting an entry does not constitute proof of delivery or entry. All entries become the property of Sponsor and will not be returned to entrant. Every entry submission must be manually keystroked and manually entered by the individual entrant; automated and/or repetitive electronic submission of entries (including but not limited to entries made using any script, macro, bot or sweepstakes service) will be disqualified and transmissions from these or related email or IP addresses may be blocked. Additionally, use of multiple email addresses, phone numbers and/or mailing addresses, and/or the manipulation of such information, for the purpose of obtaining more than one (1) entry per Day is prohibited and such persons will be disqualified and any prize(s) won shall be forfeited.

3. ELIGIBILITY: Sweepstakes open only to legal U.S. residents of the United States and the District of Columbia, who are 13 years of age or older at the time of entry. Winners may be required to

show proof of residency. Employees of Pepsi-Cola Company (“Sponsor”) and its bottlers, PepsiCo., Inc., Pepsi Beverages Company, Nintendo, SnapChat, Live Nation Worldwide, Inc. (“Live Nation”), Lollapalooza, LLC (“Lollapalooza”), Conan and each of their respective parents, subsidiaries, divisions, affiliates, distributors, suppliers, retailers, dealers and advertising, promotional or judging agencies (collectively, "Sponsor and Promotion Parties”), and immediate family members of such employees and persons living in the same household as such employees are not eligible to win.

4. DRAWINGS: Five (5) winners will be selected for each Day of the Sweepstakes Period in a random drawing from eligible entries received for a given Day to be held on or about each business day following the applicable Day (each a “Daily Drawing”). See Schedule below for the list of corresponding prizes per Day. One (1) Final Prize Drawing winner will be selected in a random drawing to be held on or about July 17, 2017 from all eligible entries received throughout the entire Sweepstakes Period (the “Final Drawing”). Entries will not carry forward to subsequent Daily Drawings; however, all Entries will carry forward to the Final Drawing. All drawings will be conducted by an independent judging agency, whose decisions are final in all matters relating to this Sweepstakes. Odds of winning are solely dependent upon the total number of eligible entries received for a given Drawing. Entries submitted during the Sweepstakes Period are only eligible for this Sweepstakes and do not remain eligible for any subsequent sweepstakes. Limit one (1) prize per person/household.

DAILY DRAWING - PRIZE SCHEDULE (“SCHEDULE”)

Daily Drawing	Day	Daily Prize	No. of Prizes
1	05/18/17	Nintendo Switch Prize Pack 3	5
2	05/19/17	Nintendo Switch Prize Pack 3	5
3	05/20/17	Nintendo Switch Prize Pack 3	5
4	05/21/17	Nintendo Switch Prize Pack 3	5
5	05/22/17	CMT Awards Trip	5
6	05/23/17	Nintendo Switch Prize Pack 1	5
7	05/24/17	Nintendo Switch Prize Pack 2	5
8	05/25/17	Nintendo Switch Prize Pack 3	5
9	05/26/17	Live Nation® Concert Cash® & Trip	5
10	05/27/17	Nintendo Switch Prize Pack 1	5
11	05/28/17	Nintendo Switch Prize Pack 2	5
12	05/29/17	Lollapalooza® Trip	5
13	05/30/17	Nintendo Switch Prize Pack 3	5
14	05/31/17	Live Nation Concert Cash & Trip	5
15	06/01/17	Nintendo Switch Prize Pack 1	5
16	06/02/17	Kola House Concert Trip	5
17	06/03/17	Nintendo Switch Prize Pack 2	5
18	06/04/17	Live Nation Concert Cash & Trip	5
19	06/05/17	Comic Con Trip	5
20	06/06/17	Nintendo Switch Prize Pack 3	5
21	06/07/17	Nintendo Switch Prize Pack 1	5

22	06/08/17	Nintendo Switch Prize Pack 2	5
23	06/09/17	Live Nation Concert Cash & Trip	5
24	06/10/17	Nintendo Switch Prize Pack 3	5
25	06/11/17	Nintendo Switch Prize Pack 1	5
26	06/12/17	Lollapalooza Trip	5
27	06/13/17	Nintendo Switch Prize Pack 2	5
28	06/14/17	Nintendo Switch Prize Pack 3	5
29	06/15/17	Nintendo Switch Prize Pack 1	5
30	06/16/17	Conan Show Trip	5
31	06/17/17	Nintendo Switch Prize Pack 2	5
32	06/18/17	Nintendo Switch Prize Pack 3	5
33	06/19/17	Comic Con Trip	5
34	06/20/17	Nintendo Switch Prize Pack 1	5
35	06/21/17	Nintendo Switch Prize Pack 2	5
36	06/22/17	Nintendo Switch Prize Pack 3	5
37	06/23/17	Live Nation Concert Cash & Trip	5
38	06/24/17	Nintendo Switch Prize Pack 1	5
39	06/25/17	Nintendo Switch Prize Pack 2	5
40	06/26/17	Video Music Awards Trip	5
41	06/27/17	Nintendo Switch Prize Pack 3	5
42	06/28/17	Nintendo Switch Prize Pack 1	5
43	06/29/17	Nintendo Switch Prize Pack 2	5
44	06/30/17	Live Nation Concert Cash & Trip	5
45	07/01/17	Nintendo Switch Prize Pack 3	5
46	07/02/17	Nintendo Switch Prize Pack 1	5
47	07/03/17	Kola House Concert Trip	5
48	07/04/17	Live Nation Concert Cash & Trip	5
49	07/05/17	Nintendo Switch Prize Pack 2	5
50	07/06/17	Nintendo Switch Prize Pack 3	5
51	07/07/17	Conan Show Trip	5
52	07/08/17	Nintendo Switch Prize Pack 1	5
53	07/09/17	Nintendo Switch Prize Pack 2	5
54	07/10/17	Conan Show Trip	5
55	07/11/17	Nintendo Switch Prize Pack 3	5
56	07/12/17	Nintendo Switch Prize Pack 1	5
57	07/13/17	Nintendo Switch Prize Pack 2	5
58	07/14/17	Kola House Trip with Music Showcase	5

59	07/15/17	Nintendo Switch Prize Pack 3	5
60	07/16/17	Live Nation Concert Cash & Trip	5

5. **PRIZES:** See Schedule above for the prize breakout per Day.

Nintendo Switch Prize Pack Prizes:

Nintendo Switch Prize Pack 1 (60 total): Each winner will receive one (1) Nintendo Switch Gaming Console; one (1) 1-2-Switch Nintendo Game; one (1) Nintendo Switch Joy-Con Controller Pair; and one (1) Nintendo Joy-Con Charging Grip. ARV: \$410.00 each.

Nintendo Switch Prize Pack 2 (60 total): Each winner will receive one (1) Nintendo Switch Gaming Console; one (1) The Legend of Zelda™ Game; and one (1) Nintendo Switch Pro Controller. ARV: \$385.00 each.

Nintendo Switch Prize Pack 3 (80 total): Each winner will receive one (1) Nintendo Switch Gaming Console; one (1) Mario Kart Game; and one (1) Nintendo Switch Pro Controller. ARV: \$385.00 each.

Trip Prizes:

CMT Awards Trip (5 total): Each winner will receive a trip for him/herself and one (1) guest to attend the CMT Awards ceremony in Nashville, Tennessee. Travel dates: June 6, 2017 to June 8, 2017. Trip consists of round-trip coach air transportation, one (1) double-occupancy standard hotel room for two (2) nights, two (2) tickets to the CMT Awards ceremony on June 7, 2017, and \$150.00 spending money. ARV: \$4,130.00 each.

Comic Con Trip (10 total): Each winner will receive a trip for him/herself and one (1) guest to attend the 2017 San Diego Comic Con in San Diego, California. Travel dates: July 20, 2017 – July 22, 2017. Trip consists of round-trip coach air transportation, one (1) double-occupancy standard hotel room for two (2) nights, two (2) tickets to the convention, and \$150.00 spending money. ARV: \$5,420.00 each.

Lollapalooza Trip (10 total): Each winner will receive a trip for him/herself and one (1) guest to attend Lollapalooza in Chicago, Illinois scheduled to occur August 3, 2017 through August 6, 2017. Travel dates: August 3, 2017 – August 6, 2017. Trip consists of round-trip coach air transportation, one (1) double-occupancy standard hotel room for three (3) nights, two (2) 4-day General Admission tickets to Lollapalooza, and \$300.00 spending money. ARV: \$3,100.00 each.

Live Nation Concert Cash & Trip (40 total)*: Each winner will receive \$200.00 in Live Nation Concert Cash code (“Code”) which may be used towards the purchase of two (2) concert tickets at a Live Nation owned and operated venue in the United States. Once concert is chosen, Sponsor’s travel agency will arrange round-trip coach class air transportation for winner and one (1) guest to the major airport nearest the concert location, one (1) double-occupancy standard hotel room for two (2) nights in the destination city, and \$150.00 spending money. Travel must be completed by December 31, 2017 and travel dates must be selected and communicated to Sponsor’s travel agency at least twenty-one (21) days in advance of departure date. Tickets are subject to program availability, venue capacity, artist and age restrictions. Winner and guests must abide by all venue policies. Live Nation reserves the right to revoke full or partial prize from any winner or winner’s guest who it and/or venue personnel deem may, in their sole discretion, be intoxicated, be a safety risk, have violated any venue policy or law, and/or may bring Live Nation into disrepute. ARV: \$1,850.00 each.

Video Music Awards Trip (5 total): Each winner will receive a trip for him/herself and one (1) guest to attend the VMA ceremony in New York, New York. Travel dates: August 16, 2017 to August 18,

2017. Trip consists of round-trip coach air transportation, one (1) double-occupancy standard hotel room for two (2) nights, two (2) tickets to the VMA ceremony, and \$150.00 spending money. ARV: \$9,230.00 each.

Conan Show Trip (15 total): Each winner will receive a trip for him/herself and one (1) guest to attend the taping of the Conan O'Brien Show in Burbank, California. Travel expected to occur for two (2) consecutive nights between May 22, 2017 and September 1, 2017. Exact travel dates to be determined by Sponsor at a later date, in Sponsor's sole discretion. Trip consists of round-trip coach air transportation, one (1) double-occupancy standard hotel room for two (2) nights, two (2) tickets to the taping of a Conan O'Brien show, and \$150.00 spending money. Winner and guest must be 18 (19 in AL or NE) years of age or older. ARV: \$1,850.00 each.

Kola House Trip with Music Showcase (15 total): Each winner will receive a trip for him/herself and one (1) guest to attend a showcase of winner's choice at the Kola House in New York. Trip must be taken by December 31, 2017 and all travel arrangements must be made through Sponsor's selected travel agency at least 21 days in advance of the departure date. The final determination of the concert and travel dates shall be approved/determined by Sponsor, in Sponsor's sole discretion. Trip consists of round-trip coach air transportation, one (1) double-occupancy standard hotel room for two (2) nights, two (2) Kola House showcase tickets, and \$150.00 spending money. ARV: \$2,750.00 each.

Final Prize Drawing Prize: One (1) Pepsi T-Shirt (size to be determined by Sponsor, in Sponsor's sole discretion). ARV: \$15.00.

Applicable to all Trip Prizes: The actual value of each trip prize depends on winner's point of departure and destination airport. All spending money shall be awarded in the form of a check, payable to winner. Trip must be taken on dates as specified by Sponsor or by the specific date as stated within the prize description. All Trip Prizes include ground transportation to/from airport and hotel in the destination city. Round-trip coach air transportation consists of round-trip, coach-class, air transportation for winner and winner's guest from the major commercial airport with regularly-scheduled flights nearest winner's permanent residence at the time of entry. Seating assignments shall be determined by Sponsor, in Sponsor's sole discretion. If winner resides within 150 miles of venue, ground transportation may be substituted in lieu of air transportation. Tickets cannot be sold or transferred. Winner and his/her guest must abide by all venue policies. Each venue reserves the right to revoke tickets from any winner or winner's guest who they or venue personnel deem may, in their sole discretion, be intoxicated, be a safety risk, have violated any venue policy or law, or may bring such venue into disrepute. Valid major credit card must be provided at time of hotel check-in to cover any incidental expenses. Once travel documents are issued, neither travel arrangements nor guest may be changed without the express written approval of Sponsor which may be withheld for any reason whatsoever. In the event winner and/or guest miss a scheduled airline flight or ground transportation (through no fault of Sponsor due to Force Majeure), Sponsor will have no liability for any costs associated with changing or rebooking transportation. Travel, accommodations, and prize-related events are subject to availability and change and are at Sponsor's discretion. Ground transportation (other than to/from airport and hotel), meals, gratuities, incidentals, and all other costs and expenses associated with the prize and not specifically described herein are the sole responsibility of the winner and his/her guest. All travel is subject to government and airline restrictions and regulations. Sponsor assumes no responsibility for cancelled, delayed, suspended or rescheduled events (including airline flights or prize-related events). Winner and his/her guest must have all necessary identification and/or travel documents (e.g., a valid U.S. driver's license, passport) required for travel within the United States. Winner and his/her guest must travel on same itinerary. A minor child may accompany winner as his/her guest only if the minor's parent or legal guardian is the winner, unless otherwise stated above. Minor(s) must be accompanied at all times during the game by minor's parent or legal guardian.

***Applicable to Live Nation Concert Cash:** The Code is redeemable only on the Live Nation website located at www.livenation.com/concertcashtickets. The Code is a one-time use only voucher code good toward \$200.00-off final ticket purchase for a Live Nation concert at a participating Live Nation owned or

operated venue in the United States, based on availability under this program. Value of Code must be used in one transaction for one (1) concert through Live Nation. If price of tickets or merchandise is less than the value of the Code, the balance of the value is forfeited. Code cannot be used toward fan clubs, ticket packages or shipping charges. Exclusions may apply to TM+ tickets and other tickets not sold directly by Live Nation. All ticket purchases are subject to the Purchase Policy found at <http://www.livenation.com/h/purchase.html>. Code must be redeemed by 3:00 PM PT on November 30, 2017 while supplies last. A Code can be used only once. One Code per transaction. Codes are void if not obtained through authorized, legitimate channels, or if any part is defective, altered, duplicated, photocopied, forged, counterfeited, mutilated or tampered with in any way, or if Codes contain or are the result of a printing, seeding, typographical, mechanical or other error(s), or do not contain proper security devices (an "irregular Code"). Any attempt to obtain or generate multiple Codes and/or irregular Codes and/or to use multiple names, email addresses, phone numbers and/or any fraudulent or other non-permissible mechanisms to obtain Codes, as determined by Live Nation in its sole discretion, shall give Live Nation the right to disqualify user. The Code has no cash value and cannot be exchanged for cash or credit, except as required by law. The Code cannot be sold or bought. Void if sold or exchanged for compensation. Any unused value will be forfeited. The Code cannot be combined with other product offers or promotions. Items purchased with a Code are for personal use or gifts only, and are not valid for resale. Codes cannot be used for past purchases or offers. Use of a Code for unauthorized advertising, marketing or other promotional purposes is strictly prohibited. The Code cannot be replaced if lost or stolen and Live Nation is not responsible for any damage or loss resulting from unauthorized use. The Code is void where prohibited by law. If a Code is used in violation of the Code Terms of Use, Live Nation reserves the right to (a) cancel any ticket order, or (b) charge user's credit card for value of tickets after shipment. Once tickets are issued, they cannot be exchanged for other tickets or merchandise.

If a winner is unwilling or unable to accept a prize as stated, prize will be forfeited in its entirety. Any difference between the stated approximate retail value and actual value of a prize will not be awarded. Total ARV of all prizes: \$373,515.00.

6. GENERAL: This Sweepstakes is governed by the laws of the United States and of the State of New York, without respect to conflict of law doctrines. As a condition of participating in this Sweepstakes, you agree that any and all disputes which cannot be resolved between the parties, and causes of action arising out of or in connection with this Sweepstakes, shall be resolved individually, without resort to any form of class action, exclusively before a court located in New York having jurisdiction. Further, in any such dispute, under no circumstances will participants be permitted to obtain awards for, and hereby waive all rights to claim punitive, incidental or consequential damages, including attorneys' fees, other than participants' actual out-of-pocket expenses (e.g. costs associated with participating), and participants further waive all rights to have damages multiplied or increased. No substitution of prize is offered, no transfer of prize to a third party is permitted, and any non-cash prize may not be redeemed for cash value. Prizes are awarded "as is" with no warranty or guarantee, either expressed or implied by Sponsor, except manufacturer's standard written warranty included in the prize packaging. Sponsor reserves the right to substitute a prize of equal or greater value in the event any portion of the prize becomes unavailable. Unclaimed prizes will not be awarded. Mail received without a verifiable and legible return address may not be accepted at Sponsor's sole discretion. Void wherever prohibited or restricted by law. Prize winners will be solely responsible for paying all applicable federal, state and local taxes on prize. Trip Prize winners will receive an IRS Form 1099 for the prize retail value. No groups, clubs or organizations may reproduce or distribute any portion of these Official Rules to its members. All entrants, as a condition of entry, agree to be bound by these Official Rules and the decisions of the Sponsor, which shall be final and binding.

7. WINNER NOTIFICATION: Any prize won by a minor, may be awarded to his/her parent or legal guardian. In the case where a minor is a winner of a Trip Prize, the Trip Prize will be awarded to the parent/legal guardian who assumes all responsibilities of prize winner. If a minor is a guest, the parent/legal guardian must be the winner. Potential winners will be notified by phone call, email or mail at the phone number, email address or mailing address provided by the entrant at the time of entry. Trip Prize winners will be required to sign and return an Affidavit of Eligibility/Liability Release with (where lawful) a

publicity release within five (5) days of attempted winner notification as indicated by the date on the Affidavit. Trip Prize winners' guests will also be required to sign and return a Liability Release with (where lawful) a publicity release within the same time period. Failure to return any required documents within the specified number of days may result in prize forfeiture. Sponsor and Promotion Parties are not responsible for suspended or discontinued wireless, land line or online service or change in mailing address which may result in a potential winner not receiving initial prize notification. If a prize is returned as undeliverable, prize will be forfeited and Sponsor shall have no further liability to award that prize. Any portion of a prize not accepted by a winner will be forfeited. Upon forfeiture for any reason as stated within these Official Rules, no compensation will be given. Prizes will be shipped within 6-8 weeks of winner verification. Prizes will only be shipped to potential winners residing within the United States or D.C.

8. LIMITATIONS OF LIABILITY: Sponsor assumes no responsibility or liability for (a) any incorrect or inaccurate entry information, or for any faulty or failed electronic data transmissions; (b) any unauthorized access to, or theft, destruction or alteration of entries at any point in the operation of this Sweepstakes; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, computers or providers utilized in any aspect of the operation of the Sweepstakes; (d) inaccessibility or unavailability of the Internet or Website or any combination thereof; or (e) any injury or damage to participants or to any other person's computer or other device which may be related to or resulting from any attempt to participate in the Sweepstakes or download of any materials in the Sweepstakes. If, for any reason, the Sweepstakes is not capable of running as planned for reasons which may include without limitation, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, then Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes in whole or in part. In the event of any such cancellation, termination or suspension, a notice will be posted at the Website and a random drawing may be held from among all eligible, non-suspect entries received prior to such time. Sponsor reserves the right, at its sole discretion, to disqualify any participant (and all of his/her entries) from this Sweepstakes or any other promotion conducted now or in the future by Sponsor or any of its affiliates if he/she tampers with the entry process or if his/her fraud or misconduct affects the integrity of this Sweepstakes. Sponsor reserves the right to correct errors in promotional materials.

9. RELEASE OF LIABILITY: All participants by entering this Sweepstakes, and winners by acceptance of a prize, agree to release the Sponsor and Promotion Parties, from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses to persons and property which may be sustained in connection with the receipt, ownership or use of the prize, including travel thereto, or any typographical or other error in these Official Rules or in the announcement or offering of any prize. Sponsor makes no representation or warranty of any kind concerning the appearance, performance or safety of any prize. Winner bears all risk of loss or damage to prize after it has been delivered. Except in Tennessee and where prohibited by law, winners must consent to the use of their name, voice, picture or other likeness without compensation for promotional purposes in all media as determined by Sponsor.

LEGAL WARNING: ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR VANDALIZE THE WEBSITE OR INTERFERE WITH THE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

Sponsor's use of your personal information is subject to the privacy policy located at <http://policy.pepsi.com/privacy.htm>.

10. WINNER'S LIST: For a list of winners, send a self-addressed, stamped envelope by August 16, 2017 to: Pepsi Fire Summer Sweepstakes Winner's List, 10 South 5th Street-7th Floor, Dept. 890-7027, Minneapolis, MN 55402.

11. SPONSOR: Pepsi-Cola Company, 1111 Westchester Avenue, White Plains, New York 10604.

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Questions? 1-877-533-4543.

Live Nation and Lollapalooza are not sponsors of the Sweepstakes, and are in no way responsible for the administration of the Sweepstakes, the verification of winners or the fulfillment of prizes. All inquiries regarding the Sweepstakes should be directed to Sponsor and not to Live Nation and Lollapalooza. Live Nation is a registered trademark of Live Nation Worldwide, Inc. Lollapalooza is a registered trademark of Lollapalooza, LLC.