



## LIVE NATION AND BB&T RENAME CAMDEN WATERFRONT AMPHITHEATER: BB&T PAVILION

**BB&T**  
PAVILION

**PHILADELPHIA/CAMDEN (Nov. 9, 2015)** – BB&T and Live Nation announced today that the amphitheater on the Camden Waterfront, formerly called Susquehanna Bank Center, has been renamed BB&T Pavilion, effective immediately.

“As we introduce BB&T to the Delaware Valley and metro Philadelphia market, BB&T Pavilion will immediately help us communicate our commitment to the communities we serve,” said Scott Gamble, BB&T president of its Greater Delaware Valley region. “It is a prominent and well-respected venue in this region and nationally.”

The venue, which opened in 1995, has a capacity of 25,000 and hosts about 40 concerts per year. It was recently nominated for “Top Amphitheater” by the 2015 Billboard Touring Awards.

“Live Nation is proud to work with BB&T and welcome them to the Camden Waterfront and the region,” said Geoff Gordon, Live Nation Philadelphia regional president. “We are looking forward to yet another unforgettable season at the venue — bringing the best live entertainment to the newly branded BB&T Pavilion.”

The summer of 2016 will be the venue’s 22<sup>nd</sup> season hosting world-class live music events. In the past, the venue has had performances by artists like Dave Matthews Band, Jimmy Buffett, Coldplay, One Direction, Luke Bryan and many more.

### **About BB&T**

BB&T is one of the largest financial services holding companies in the U.S. with approximately \$208.8 billion in assets and market capitalization of approximately \$27.8 billion, as of Sept. 30, 2015. Based in Winston-Salem, N.C., the company operates 2,150 financial centers in 15 states and Washington, D.C., and offers a full range of consumer and commercial banking, securities brokerage, asset management, mortgage and insurance products and services. A Fortune 500 company, BB&T is consistently recognized for outstanding client satisfaction by the U.S. Small Business Administration, Greenwich Associates and others. BB&T has also been named one of the World's Strongest Banks by Bloomberg Markets Magazine, one of the top three in the U.S. and in the top 15 globally. More information about BB&T and its full line of products and services is available at [BBT.com](http://BBT.com).

### **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, Live Nation Media & Sponsorship and Artist Nation Management. For additional information, visit [www.livenationentertainment.com](http://www.livenationentertainment.com).

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