



HOUSTON[®] Livestock Show *and* Rodeo

Agriculture ★ Education ★ Entertainment ★ Western Heritage

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HOUSTON LIVESTOCK SHOW AND RODEO™ OFFICIALS ANNOUNCE RODEOHOUSTON™ ENTERTAINER LINEUP, TICKET SALES INFORMATION – JAN. 11, 2010 – HOUSTON – FOR IMMEDIATE RELEASE –

Twenty-two star entertainers are scheduled to perform at the 2010 Houston Livestock Show and Rodeo. Tickets go on sale Saturday, Jan. 16, 2010, at 10 a.m., at all Ticketmaster locations (excluding the Reliant Park Box office until Monday, Jan. 18), www.rodeohouston.com and 1.800.726.1313.

STAR ENTERTAINMENT

The 22 different star entertainers scheduled to perform at the 2010 Houston Livestock Show and Rodeo represent a wide variety of musical genres. Together, these superstars have garnered numerous music industry honors, including 24 GRAMMY[®] awards, 78 Country Music Association awards and 59 Academy of Country Music awards.

Tuesday, March 2	Alan Jackson
Wednesday, March 3 *	Dierks Bentley
Thursday, March 4.....	Kenny Chesney
Friday, March 5 – Black Heritage Day <i>sponsored by Kroger Food Stores</i>	Mary J. Blige
Saturday, March 6.....	Jason Aldean
Sunday, March 7	Jonas Brothers, Demi Lovato
Monday, March 8.....	Tim McGraw
Tuesday, March 9.....	Darius Rucker
Wednesday, March 10 *	Rascal Flatts
Thursday, March 11.....	Brad Paisley
Friday, March 12	<i>Ford presents</i> Toby Keith
Saturday, March 13.....	Blake Shelton
Sunday, March 14 – Go Tejano Day <i>sponsored by State Farm[®]</i>	Pesado, El Trono De Mexico
Monday, March 15 **	Lady Antebellum
Tuesday, March 16 **	Keith Urban
Wednesday, March 17 * **	Gary Allan
Thursday, March 18 **	Black Eyed Peas
Friday, March 19 **	Eli Young Band
Saturday, March 20 ** – RODEOHOUSTON BP Super Series Championship	Brooks & Dunn – <i>The Last Rodeo Tour</i>
Sunday, March 21 ** – RODEOHOUSTON Xtreme Bulls.....	Selena Gomez, Justin Bieber

**Value Day Wednesdays include \$10 upper level Rodeo tickets, plus values throughout Reliant Park each Wednesday of the Show.*

***During Spring Break Stampede, March 15-21, enjoy extended hours at the carnival.*

Add One

TICKET INFORMATION

Individual Rodeo Tickets

- Rodeo ticket prices range from \$16 to \$20, plus a Ticketmaster convenience and handling charge.
 - Note: upper level Value Day Wednesday tickets are \$10.
 - A limited number of Chute Seats are available for \$300 and \$200, and are located directly behind the bucking chutes and include food, drinks and the opportunity to watch the star entertainer from the dirt.
- Purchase individual Rodeo tickets:
 - **Online** at www.rodeohouston.com or www.ticketmaster.com/rodeohouston
 - **By phone** at 1.800.726.1313
 - **In person** at all Ticketmaster locations, including Macy's, Fiesta, and select f.y.e., Media Magic, Warehouse Music, Ritmo Latino, and HEB stores.
- 10-ticket limit on the opening day of ticket sales only, Saturday, Jan. 16, for the following Rodeo performances featuring:
 - Kenny Chesney, March 4
 - Jonas Brothers and Demi Lovato, March 7
 - Black Eyed Peas, March 18
 - Selena Gomez and Justin Bieber, March 21
- Ticketmaster locations in the Houston area will be distributing linestubs beginning at 9 a.m., Saturday, Jan. 16. Tickets go on sale at 10 a.m.
- VISA, MasterCard, Discover and American Express cards will be accepted online or by phone at 1.800.726.1313.
- Beginning Monday, Jan. 18, tickets will be available at the Reliant Park Box Office, with no service charge.

Season and Mini-Season Tickets — On Sale Now

Season Tickets

Season tickets provide the same great tickets for all 20 RODEOHOUSTON performances, with prices starting as low as \$302, plus a \$15 handling fee. The cost also includes admission to Reliant Center, Reliant Arena, The Hideout (21 and older) and the carnival.

Mini-Season Tickets

RODEOHOUSTON fans can purchase one of two nine-performance Mini-Season Ticket options, guaranteeing the same great seats for nine action-packed, star-studded performances. Mini-Season Ticket seating is in the loge and upper levels of Reliant Stadium, and starts at \$132, plus a \$10 handling fee. The cost also includes admission to Reliant Center, Reliant Arena, The Hideout (21 and older) and the carnival.

Two options are available for Mini-Season Tickets:

- Option A includes the March 2, 4, 7, 8, 10, 13, 17, 19 and 21 performances. Upper Level – \$132, Loge – \$171
- Option B includes the March 3, 6, 9, 11, 12, 15, 16, 18 and 20 performances. Upper Level – \$138, Loge – \$171

Season and Mini-Season tickets are on sale now. Call the Show's Ticket Office at 832.667.1080 to guarantee your seats for 2010 RODEOHOUSTON, or visit www.rodeohouston.com to buy now.

AGRICULTURE * EDUCATION * ENTERTAINMENT * WESTERN HERITAGE

The 2010 Houston Livestock Show and Rodeo runs March 2 through March 21. The Show is a Section 501(c)(3) charity dedicated to benefiting youth, supporting education, and facilitating better agricultural practices through exhibitions and presentation. Since its beginning in 1932, the Houston Livestock Show and Rodeo has contributed more than \$250 million to scholarships, research, endowments, calf scramble participants, junior show exhibitors, the Rodeo Institute for Teacher Excellence™, School Art participants, and other educational and youth programs. For more information about the Houston Livestock Show and Rodeo, visit www.rodeohouston.com.