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**AMERICAN EXPRESS ANNOUNCES PREMIERE PARTNERSHIP WITH NEW GRAMMY MUSEUMSM,
UNVEILING UNPARALLELED MUSIC EXPERIENCES FOR CARDMEMBERS AND COMMITMENT TO
MUSIC EDUCATION AND ENDURING MUSIC LEGACIES**

Through Ongoing Partnership with AEG, American Express will Offer New and Unforgettable Music Events and Experiences for Cardmembers; Proceeds from Museum Event Ticket Sales to be Directed to The GRAMMY MuseumSM Foundation

NEW YORK, DECEMBER 4, 2008 – American Express announced today its premiere partnership with The GRAMMY MuseumSM as part of the company’s longstanding relationship with AEG and ongoing commitment to music education, the creative process, and the cultural arts. Through the Museum partnership, American Express® Cardmembers can have access to industry events, private concerts, and special programs with top musicians. The extraordinary music experiences throughout the year will provide up-close and multifaceted insights into the music industry and music legends. Proceeds from The GRAMMY MuseumSM event ticket sales will be directed to The GRAMMY Museum Foundation.

“We are so pleased to be the premiere partner of The GRAMMY MuseumSM as part of our continued commitment to music education, the creative process and the art of storytelling,” said Rich Lehrfeld, Vice President Global Sponsorships and Access, American Express. “Our Cardmembers are passionate about music and, through our partnership with the Museum and AEG, we can enrich and deepen their passion by revealing new, compelling perspectives through unparalleled music experiences.”

“Through this generous support and commitment by American Express, The GRAMMY MuseumSM will explore and celebrate the enduring legacies and stories of all forms of music,” said Tim Leiweke, President and CEO, AEG. “It is a tribute to vast accomplishments in this field, but at the incredible creative process behind it.”

American Express Cardmembers can have exclusive access to The GRAMMY Museum pre-opening events and unforgettable private concerts and series with legendary musicians and artists beginning in 2009. They will also have access to the GRAMMY events that are typically insider-only. Event highlights include:

Private Museum Preview Event and Concert

Cardmembers had the opportunity to experience an exclusive tour of The GRAMMY Museum led by Executive Director Robert Santelli, a private concert with Sara Bareilles, and a reception on the Museum Terrace, prior to the official opening on December 6. Proceeds from ticket sales to be directed to The GRAMMY Museum Foundation.



By Invitation Only®: Inside and Behind the Scenes at the GRAMMYs

Platinum Card® members and Centurion® members can experience the GRAMMYs® like insiders with a private viewing of the rehearsals, premium seating for the show and VIP access to the official wrap party.

Access to the 2009 Grammy Nominations Concert

Cardmembers had the opportunity to experience access at the first ever concert celebrating the announcement of the 2009 GRAMMYs® nominees that aired live December 3 on CBS. Celebrated artists including Celine Dion, Foo Fighters, Mariah Carey, Christina Aguilera, B.B. King, John Mayer and Taylor Swift performed for this one-hour entertainment special.

2009 Private Concerts and Musician Series

American Express Cardmembers can have exclusive access to a variety of compelling music events and activities from private unplugged performances, closed-concerts with emerging artists, and question and answer series with top musicians. Cardmembers can also get an in-depth look at the creative process behind the recording industry from local L.A. songwriters and industry insider sessions hosted by actors, musicians, entertainers and producers. Proceeds from ticket sales to be directed to The GRAMMY Museum Foundation.

American Express and AEG: Cardmember Access to Exclusive Experiences

Through American Express' ongoing partnership with AEG, American Express is a supporter of L.A. LIVE where Cardmembers can enjoy exclusive premium access to sports, music, and family events taking place at L.A. LIVE's marquee venues – the Nokia Theater and Club Nokia. Also through the AEG partnership, Cardmembers can have special access to AEG music events and festivals across the country including Coachella, Stagecoach, Mile High Music Festival and All Points West where they can enjoy VIP access, meet and greets with participating artists, private backstage tours and pre-access to festival grounds.

For more information about American Express and music, please visit <http://www.americanexpress.com/entertainment>.

About American Express

American Express Company is a leading global payments and travel company founded in 1850. For more information, visit www.americanexpress.com.

About L.A. LIVE

AEG is currently overseeing the development of **L.A. LIVE**, a 4 million square foot / \$2.5 billion downtown Los Angeles sports, residential & entertainment district adjacent to STAPLES Center and the Los Angeles Convention Center featuring the recently opened **Club Nokia**, a 2,300 capacity live music venue, **Nokia Theatre L.A. LIVE**, a 7,100-seat live theatre, a 54-story, 1001-room convention “headquarters” destination (featuring *The Ritz Carlton and JW Marriott hotels* and 224 luxury condominiums – **The Ritz Carlton Residences at L.A. LIVE** – all in a single tower) , a 14-screen **Regal Cineplex**, “broadcast” facilities for ESPN along with entertainment, residential, restaurant and office space.



L.A. LIVE will also be the region's most in-demand and busiest hospitality locations featuring 260,480 sf of conference center and ballroom facilities, world-class restaurants including the **ESPN Zone, Farm of Beverly Hills, Flemings Steak House and Wine Bar, Katsuya, Lawry's Carvery, New Zealand Natural Ice Cream, Rock 'N Fish, Rosa Mexicano, Starbucks, Trader Vic's, Yard House, Wolfgang Puck Bar and Grill** and others, a 100,000 sf special events deck, the famous **Lucky Strike Lanes and Lounge**, the celebrity owned **Conga Room**, a one-of-a-kind **GRAMMY Museum**, saluting the history of music and the genre's best know awards show all centered around **NOKIA Plaza L.A. LIVE**, a 40,000 sf outdoor event space.

With **NOKIA Theatre L.A. LIVE** and **NOKIA Plaza** coming on-line in October, 2007, and the hotel, residential and cinema components due to open in first quarter, 2010, all of the remaining venues and properties are set to open throughout December, 2008 and first quarter 2009.

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