MAZDA AMPS UP FOR SECOND YEAR AT THE 2016 IHEART RADIO MUSIC FESTIVAL

MAZDA CONTINUES PARTNERSHIP AS THE OFFICIAL AUTOMOTIVE PARTNER

IRVINE, Calif. (September 21, 2016) – In its second year as the official automotive partner of the iHeartRadio Music Festival, Mazda North American Operations (MNAO) is preparing for another weekend in Las Vegas, filled with new experiences meant to engage concert-goers throughout the festival. Starting September 23 and running through September 24, attendees of the 2016 iHeartRadio Music Festival will have the opportunity to interact with Mazda in various ways.

Mazda activations throughout the weekend will include a footprint at the 2016 iHeartRadio Music Festival Daytime Village which is located across from the Luxor Hotel and Casino on Saturday afternoon, September 24. Concert-goers will be able to check out Mazda's latest vehicles at the Daytime Village, including the 2017 Mazda CX-3—the official vehicle for this year's festival. With the goal of reaching concertgoers in all the places they will explore, Mazda will also have a booth outside of the T-Mobile Arena T-Mobile Arena at the iHeartRadio Music Festival featuring the 2017 MX-5 Miata RF and 2016 CX-9

"Mazda's presence at the iHeartRadio Music Festival provides an opportunity for the brand to connect with people in an area where they are seeking out new experiences, new moments and new music," said Russell Wager, vice president of marketing, MNAO. "Mazda's goal is to connect with people in a new location, in a way that enhances their experience at the festival and provides a positive experience with the Mazda brand."

Leading up to the weekend events, Mazda partnered with iHeartRadio to host a sweepstakes providing three winners and their guests with the ultimate iHeartRadio Music Festival experience which includes a trip to the festival. The Grand Prize Winner will also receive a new 2017 Mazda CX-3. The vehicle will be handed over to the Grand Prize Winner at the Daytime Village on Saturday, September 24.

"Each year it is our goal to create innovative ways for brands to connect with consumers," said Tim Castelli, president of national sales, marketing and partnerships for iHeartMedia. "Together with Mazda, we are able to once again make the iHeartRadio Music Festival an event to remember for music fans and we are thrilled to have Mazda as our official automotive sponsor for the second straight year."

This year's iHeartRadio Music Festival, located at T-Mobile Arena, will feature performances by U2, Sting, Drake, Britney Spears, Sam Hunt, twenty one pilots, Billy Idol, Florida Georgia Line, OneRepublic, Sia, Cage the Elephant, Zedd, Tears for Fears, Ariana Grande, Pitbull and Usher. The iHeartRadio Music Festival will also include performances from this year's Macy's iHeartRadio Rising Star winner, Los 5.

The Daytime Village at the iHeartRadio Music Festival will feature performances by Sam Hunt, Panic! At The Disco, Alessia Cara, Troye Sivan, Hailee Steinfeld, Good Charlotte, Jeremih, Lissie, Cold War Kids, Daya, Cage The Elephant, The Chainsmokers, Bryson Tiller, DNCE. Tinashe and Los 5. In addition to live performances from today's emerging artists, The Village will also feature fan zones and specially curated interactive experiences by iHeartRadio's brand partners.

With over a quarter of a billion monthly listeners in the U.S. and over 85 million social followers, iHeartMedia has the largest national reach of any radio or television outlet in America. As the leader in multiplatform connections, it also serves over 150 local markets through 858 owned radio stations, and the company's radio stations and content can be heard on AM/FM, HD digital radio, satellite radio, on the Internet at iHeartRadio.com and on the company's radio station websites, on the iHeartRadio mobile app, in enhanced auto dashes, on tablets, wearables and smartphones, and on gaming consoles.

iHeartRadio, iHeartMedia's digital radio platform, is the fastest growing digital audio service in the U.S. and offers users thousands of live radio stations, personalized custom artist stations created by just one song or seed artist and the top podcasts and personalities. With over a billion downloads, iHeartRadio reached 90 million registered users faster than any other radio or digital music service and even faster than Facebook.

iHeartMedia's platforms include radio broadcasting, online, mobile, digital and social media, podcasts, personalities and influencers, live concerts and events, syndication, music research services and independent media representation. iHeartMedia is a division of iHeartMedia, Inc. (OTCBB: IHRT). Visit iHeartMedia.com for more company information.

Mazda North American Operations is headquartered in Irvine, California, and oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States and Mexico through nearly 700 dealers. Operations in Mexico are managed by Mazda Motor de Mexico in Mexico City. For more information on Mazda vehicles, including photography and B-roll, please visit the online Mazda media center at www.InsideMazda.MazdaUSA.com.

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