



## RED HOT CHILI PEPPERS DEBUT THEIR 10th STUDIO ALBUM "I'M WITH YOU" IN SPECIAL CINEMATIC CONCERT EVENT TUESDAY, AUGUST 30

*Celebrating their first album in five years, Red Hot Chili peppers concert from Europe to be presented in movie theatres around the world, during album release week; Tickets on sale now*

Toronto, ON, August 18, 2011 - Red Hot Chili Peppers - singer Anthony Kiedis, bassist Flea, drummer Chad Smith, and guitarist Josh Klinghoffer - are bringing their new album *I'm With You* to the global stage with a song-by-song live concert performance via satellite to select movie theatres around the world, including 75 theatres in Canada. The band will perform the entire album in sequence, followed by some of their greatest hits in a special high-definition cinematic in-theatre event, ***Red Hot Chili Peppers LIVE: I'm With You***. It is the first - and only - time the new album will be performed in its entirety by the band. Presented in Canada by Cineplex Entertainment's *Front Row Centre Events* and BY Experience, tickets for ***Red Hot Chili Peppers LIVE: I'm With You*** are on sale now and are available at [www.cineplex.com/events](http://www.cineplex.com/events) and [www.RHCPLiveHD.com](http://www.RHCPLiveHD.com), as well as at participating theatre box offices across Canada.

***Red Hot Chili Peppers LIVE: I'm With You*** concert will be captured live in high-definition from Cologne, Germany, on Tuesday, August 30, by Splinter Films, and will be presented the same day in 75 Canadian theatres. ***Red Hot Chili Peppers LIVE: I'm With You*** concert will be distributed globally by New York-based BY Experience.

One of the most successful acts in rock history, Red Hot Chili Peppers have sold more than 60 million albums worldwide and have won six Grammy Awards.

*I'm With You* – set for release on Tuesday, August 30 – is the band's first new album since the two-set *Stadium Arcadium*, which debuted at No. 1 in 28 countries around the world, including Canada and the U.S.- their first No. 1 album on the Los Angeles quartet's home turf. The album spawned three No. 1 Modern Rock hits: "Dani California" (which spent 13 weeks at No. 1 in Canada, and is one of three songs in the history of Billboard's Alternative Chart in the U.S. to debut at No. 1), "Tell Me Baby," and "Snow (Hey Oh)."

### **About Cineplex Entertainment**

Cineplex Inc. ("Cineplex") is the largest motion picture exhibitor in Canada and owns, leases or has a joint-venture interest in 130 theatres with 1,351 screens serving approximately 70 million guests annually. Headquartered in Toronto, Canada, Cineplex operates theatres from British Columbia to Quebec and is the exclusive provider of UltraAVX™ and the largest exhibitor of digital 3D and IMAX projection technologies in the country. Proudly Canadian and with a workforce of approximately 10,000 employees, the company operates the following top tier brands: Cineplex Odeon, Galaxy, Famous Players, Colossus, Coliseum, SilverCity, Cinema City and Scotiabank Theatres. Cineplex shares trade on the Toronto Stock Exchange (TSX) under the symbol "CGX". For more information, visit [www.cineplex.com](http://www.cineplex.com).

### **About Front Row Centre Events (FRC)**

Brought to you by Cineplex Entertainment, Front Row Centre Events bring world class entertainment to your local Cineplex Entertainment theatre and other participating locations! Presented in high-definition with digital surround sound, guests can experience the best in original one-night only and series-based programming. With the Metropolitan Opera's Live in HD series, Broadway productions, live broadcasts direct from the stage of London's National Theatre, Bolshoi Ballet performances, classic films, concerts, live sporting events and documentaries, Front Row Centre Events put you in the centre of the action on the big screen!

### **About BY Experience**

BY Experience kicked off the digital revolution of live events to movie theaters and other locations globally with David Bowie's 2003 Reality album launch and since then, nearly 10 million tickets have been sold worldwide for events BY Experience has distributed and/or produced. BY Experience introduced the live in cinema concept to the Metropolitan Opera, and from conception of the Live in HD series in 2006 to the present, has served as the Met's Worldwide HD Distribution Representative. In 2009, BY Experience began working with the U.K.'s National Theatre as International (ex-UK) Distribution Representative for National Theatre Live; the third season commences in September 2011. BY Experience teamed up with The New York Times on its speaker's series, TimesTalks LIVE for select cinema events with authors John Irving and Steven King, and the creators of ABC's hit series Lost (2009 - 2010). BY Experience has produced, distributed, and executive produced several highly successful unique one off events for cinemas, including the Roundabout Theatre Company's production of The Importance of Being Earnest (2011), public radio shows A Prairie Home Companion with Garrison Keillor (February and October 2010) and This American Life – Live! with Ira Glass (April 2008 and May 2009), several high profile concerts including The Big Four: Metallica, Slayer, Megadeth, Anthrax (June 2010), BBC Electric Proms: Robbie Williams (October 2009), David Gilmour: Remember That Night — Live from the Royal Albert Hall (September 2007), and the classic music celebrations BBC Last Night of the Proms (September 2009 and September 2010). For more information, visit: [www.byexperience.net](http://www.byexperience.net).

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