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The Black Eyed Peas 'Pump It' up on Big Screens Nationwide with THE E.N.D. World Tour LIVE Presented by BlackBerry Concert Event LIVE from Los Angeles on March 30

NCM Fathom and AEG Live Team Up Again to Present an Exclusive One-Night Concert Performance with Behind-the-Scenes Footage Broadcast LIVE to Nearly 500 Select Movie Theaters

CENTENNIAL, Colo., Feb 11, 2010 (BUSINESS WIRE) -- **The Black Eyed Peas** are getting the party started across the country on *The E.N.D. World Tour*, presented by BlackBerry(R) and will rock the big screen as their concert performance from Los Angeles is transmitted LIVE nationwide on Tuesday, March 30th. Broadcast from STAPLES Center to nearly 500 select movie theaters across America, [*The Black Eyed Peas: The E.N.D. World Tour LIVE Presented by BlackBerry*](#) event will feature a 30-minute exclusive program for movie theater audiences, including behind-the-scenes footage and band interviews.

Tickets for ***The Black Eyed Peas: The E.N.D. World Tour LIVE Presented by BlackBerry*** on March 30 at 10:30 p.m. Eastern / 9:30 p.m. Central / 8:30 p.m. Mountain / 7:30 p.m. Pacific are available at participating theater box offices and online at www.FathomEvents.com. For a complete list of theater locations and prices, please visit the Web site (*theaters and participants may be subject to change*).

"This tour is not the E.N.D. but the beginning of The Black Eyed Peas experience presented to you in full Pea fashion," says Taboo of The Black Eyed Peas.

Presented by NCM Fathom and AEG Live and produced by AEG Network Live, [*The Black Eyed Peas: The E.N.D. World Tour LIVE Presented by BlackBerry*](#) event captures the six-time GRAMMY Award-winning group - will.i.am, apl.de.ap, Taboo and Fergie - on their first tour since 2006. The North American leg of *The E.N.D. World Tour 2010* presented by BlackBerry, is the group's most ambitious stage production to date. In support of their multi-platinum No. 1 album, **The E.N.D.** - featuring the chart record-breaking consecutive No. 1 singles "Boom Boom Pow" and "I Gotta Feeling" - The Black Eyed Peas will transform major arenas into massive club parties across the country and around the world. ***The E.N.D. World Tour Presented by BlackBerry*** proves The Energy Never Dies with state of the art lasers, lights, HD visuals, flying stunts and eight world class dancers that will be a visual assault on the senses for hundreds of thousands of fans.

The Black Eyed Peas won three more GRAMMY Awards this year - Best Pop Performance By A Duo Or Group With Vocals ("I Gotta Feeling"); Best Pop Vocal Album (*The E.N.D.*); and Best Short Form Music Video ("Boom Boom Pow"). To date, The Black Eyed Peas' fifth studio album *The E.N.D.* has sold nearly 2 million units in the U.S. and over 5.5 million units worldwide with digital single sales in the U.S. selling over 12.5 million tracks. The Peas have logged over 350 headlining tour dates in 29 countries, with over 2.5 million tickets sold.

"The Black Eyed Peas, hot off their GRAMMY wins, are as good as it gets, and fans in theaters nationwide are in for an amazing one-night-only concert experience," said Dan Diamond, vice president of Fathom. "Fathom is proud to again partner with AEG Live for this theater event, giving audiences a front-row view of this explosive concert, live from STAPLES Center to their community."

[*The Black Eyed Peas: The E.N.D. World Tour LIVE Presented by BlackBerry*](#) appears on the big screen in high-definition with Cinema Surround Sound in 476 select movie theaters, including AMC Entertainment Inc., Celebration! Cinema, Cinemark USA Inc., Clearview Cinemas, Cobb Theatres, Georgia Theatre Company, Goodrich Quality Theatres, Hollywood Theaters, Kerasotes Showplace Theatres, Marcus Theatres, National Amusements and Regal Entertainment Group movie theaters, as well as the Carolina Theatre (Asheville, N.C.), Palace Cinema 9 (South Burlington, Vt.), Penn Cinema (Lititz, Pa.) and El Raton Theatre (Raton, N.M.), through NCM's exclusive Digital Broadcast Network - North America's largest cinema broadcast network.

About National CineMedia (NCM)

[NCM](#) operates NCM Media Networks, a leading integrated media company reaching U.S. consumers in movie theaters, online and through mobile technology. The NCM Cinema Network and NCM Fathom present cinema [advertising](#) and [events](#) across the nation's [largest digital in-theater network](#), comprised of theaters owned by AMC Entertainment Inc., Cinemark Holdings, Inc. (NYSE: CNK), Regal Entertainment Group (NYSE: RGC) and other leading regional theater circuits. NCM's theater network covers 171 Designated Market Areas(R) (49 of the top 50) and includes approximately 16,800 screens (15,400 digital). During 2009, approximately 680 million patrons attended movies shown in theaters currently included in NCM's network (excluding Consolidated Theatres). The [NCM Interactive Network](#) offers 360-degree integrated marketing opportunities in combination with

cinema, encompassing over 35 entertainment-related web sites, online widgets and mobile applications. National CineMedia, Inc. (NASDAQ: NCMI) owns a 41.5% interest in and is the managing member of National CineMedia LLC. For more information, visit www.ncm.com or www.fathomevents.com.

About AEG Live

AEG Live, the live-entertainment division of Los Angeles-based AEG, is dedicated to all aspects of live contemporary music performance. AEG Live is comprised of touring, festival, exhibition, broadcast, merchandise and special event divisions, fifteen regional offices, and thirty state-of-the-art venues. The company is currently producing tours and productions including Cher at The Colosseum at Caesars Palace and Supernatural Santana: A Trip Through the Hits at The Joint at Hard Rock Hotel & Casino in Las Vegas. The concert tour roster includes artists such as Taylor Swift, The Black Eyed Peas, Bon Jovi, Leonard Cohen, Celine Dion, Miley Cyrus, Kelly Clarkson, Wisin & Yandel, Britney Spears, Kenny Chesney, P!nk, Paul McCartney, KISS and American Idols Live. AEG Live is the largest producer of music festivals in North America from the critically acclaimed Coachella Music & Arts Festival to Stagecoach and New Orleans Jazz & Heritage Festival. For more information, go to www.aeglive.com <http://www.aeglive.com/>.

About AEG Network Live:

Network LIVE is the industry's largest provider of live digital entertainment, offering fans unparalleled access to the artists they want--when and how they want it--via broadband, TV, radio, wireless, theatrical and retail. AEG Network LIVE has completed successful tour and album launch campaigns for AEG Live clients including Bon Jovi, Celine Dion, Rod Stewart, Prince, Linkin Park, Garth Brooks, and many others. More information on AEG Network Live can be found at <http://www.networklive.com>.

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