



August 4, 2011

## Red Hot Chili Peppers Debut Their Tenth 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 Theaters around the World, During Album Release Week***

NCM Fathom and BY Experience Present Album Launch In-Theater Concert Event to Fans in More than 450 U.S. Select Movie Theaters. Tickets go on sale starting tomorrow, Friday, August 5

NEW YORK--(BUSINESS WIRE)-- 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 theaters around the world, including more than 450 theaters in the U.S. The band will perform the entire album in sequence, followed by some of their greatest hits in a special high-definition cinematic in-theater 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 the U.S. by NCM Fathom and BY Experience, tickets for ***Red Hot Chili Peppers LIVE: I'm With You*** go on sale starting tomorrow, Friday, August 5, at participating theater box offices, at [www.FathomEvents.com](http://www.FathomEvents.com) and at [www.RHCPLiveHD.com](http://www.RHCPLiveHD.com), where fans can also view the event cinema trailer.

***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 more than 450 select U.S. movie theaters in over 130 markets through NCM's exclusive [Digital Broadcast Network](#) — North America's largest cinema broadcast network. The U.S. program will commence at 8:00 p.m. in each time zone. A second showing of the event will take place on Thursday, September 1, in the U.S., also at 8:00 p.m. in each time zone.

***Red Hot Chili Peppers LIVE: I'm With You*** concert will also be transmitted to movie theaters in **Europe, Canada and Latin America**. Delayed showings are planned in **Australia, South Africa and New Zealand**. Additional cinemas/countries may be added. Presently, over 900 cinemas worldwide will present the in-theater concert event. Event times may vary by territory.

***Red Hot Chili Peppers LIVE: "I'm With You"*** digital cinema event is 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, won six Grammy Awards, and hold the record for the most No. 1 singles of all time at Alternative radio, a total of 11, and a combined 81 weeks at No. 1. The new single "The Adventures of Rain Dance Maggie" is currently at radio globally.

Recorded at East West In Los Angeles and Shangri-la in Malibu, Calif., "*I'm With You*" was produced by Rick Rubin, who produced the band's previous five albums, "*Stadium Arcadium*" (2006), "*By The Way*" (2002), "*Californication*" (1999), "*One Hot Minute*" (1995), and "*Blood Sugar Sex Magik*" (1991). The album was mixed by Andrew Scheps and Greg Fidelman.

"*I'm With You*" is released in the U.S and Canada on Tuesday, August 30, 2011, and varying dates internationally through Warner Music.

**For more information and a list of participating U.S. theater locations** (*theaters and participants are subject to change*), please visit [www.FathomEvents.com](http://www.FathomEvents.com). For global theater locations, please visit [www.RHCPLiveHD.com](http://www.RHCPLiveHD.com)

### **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. [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 advertising network covers 170 Designated Market Areas® (49 of the top 50) and includes approximately 17,200 screens (16,100 digital). During 2010, over 680 million patrons attended movies shown in theaters currently included in NCM's network (including Consolidated Theatres, Rave Cinemas, Coming Attractions and Digiplex Destinations). The [NCM Fathom Events](#) broadcast network is comprised of over 600 locations in 163 Designated Market Areas® (all of the top 50). The [NCM Interactive Network](#) offers 360-degree integrated marketing opportunities in combination with cinema, encompassing 43 entertainment-related websites, online widgets and mobile applications. National CineMedia, Inc. (NASDAQ: NCMI) owns a 48.6% interest in and is the managing member of National CineMedia LLC. For more information, visit [www.nationalcinemedia.com](http://www.nationalcinemedia.com) or [www.ncm.com](http://www.ncm.com) or

[www.FathomEvents.com](http://www.FathomEvents.com).

## **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, over 10 million tickets have been sold worldwide for cinema events BY Experience has distributed and/or produced including *the Met: Live in HD* series, the U.K.'s *National Theatre Live* series, the New York Times speaker's series *TimesTalks LIVE*, the Roundabout Theatre Company's production of *The Importance of Being Earnest* (June 2011), *The Big Four: Metallica, Slayer, Megadeth, Anthrax* (June 2010), *BBC Electric Proms: Robbie Williams* (October 2009), the classic music celebrations *BBC Last Night of the Proms* (September 2009 and September 2010), *David Gilmour: Remember That Night — Live from the Royal Albert Hall* (September 2007), and the 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). BY Experience distributes to nearly 50 countries, to 1,500 movie screens. For more information, visit:

[www.byexperience.net](http://www.byexperience.net)

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