



For Immediate Release

**THE BLACK EYED PEAS 'PUMP IT' UP  
ON CINEPLEX ENTERTAINMENT SCREENS NATIONWIDE**  
The *E.N.D. World Tour* LIVE Presented by BlackBerry Concert Event  
Live from Los Angeles on March 30

*Cineplex Entertainment and AEG Live Team Up Again to Present an Exclusive  
One-Night Concert Performance with Behind-the-Scenes Footage*

Toronto, ON – March 10, 2010 (CGX.UN) – The Black Eyed Peas are getting the party started across the country on *The E.N.D. World Tour*, presented by BlackBerry® and will rock Cineplex Entertainment screens as their concert performance from Los Angeles is transmitted into select Cineplex theatres on Tuesday, March 30<sup>th</sup>. Broadcast from the STAPLES Center in high-definition and surround sound, *The Black Eyed Peas: The E.N.D. World Tour LIVE Presented by BlackBerry* event will feature a 30-minute exclusive program for theatre guests, 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 now available at participating Cineplex theatre box offices and online at [www.cineplex.com/events](http://www.cineplex.com/events). General admission is \$15.00 + taxes. For a complete list of participating theatre locations, please see the attached list.

"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.

"The Black Eyed Peas are one of the hottest groups in music today and we are excited to offer our guests a front row centre seat to their live concert," said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. "Watching

the Black Eyed Peas on the big screen and in digital surround sound is the next best thing to being at the Staple Center. Cineplex audiences will also get the added benefit of the 30 minute behind-the-scenes show which takes the event to the next level."

Presented by Cineplex Entertainment 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.

#### **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) <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>.

**About Cineplex Entertainment:**

As the largest motion picture exhibitor in Canada, Cineplex Entertainment LP owns, leases or has a joint-venture interest in 130 theatres with 1,347 screens serving approximately 70 million guests annually. Headquartered in Toronto, Canada, Cineplex Entertainment operates theatres from British Columbia to Quebec and is 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. The units of Cineplex Galaxy Income Fund, which owns approximately 99.6% of Cineplex Entertainment LP, are traded on the Toronto Stock Exchange (symbol CGX.UN). For more information, visit [www.cineplex.com](http://www.cineplex.com).

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Eve Samuels or Erik Stein  
Scoop Marketing for **AEG Live**  
(213) 639-6166 / (213) 639-6162  
[esamuels@solters.com](mailto:esamuels@solters.com) / [estein@solters.com](mailto:estein@solters.com)

Hillary Siskind  
Interscope for **The Black Eyed Peas**  
(212) 841-8055  
[Hillary.Siskind@umusic.com](mailto:Hillary.Siskind@umusic.com)

Georgia Sourtzis  
**Cineplex Entertainment**  
(416) 323-6728  
[georiga.sourtzis@cineplex.com](mailto:georiga.sourtzis@cineplex.com)

Pat Marshall  
**Cineplex Entertainment**  
(416) 323-6648  
[pat.marshall@cineplex.com](mailto:pat.marshall@cineplex.com)