



For Immediate Release

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2013-2014 SEASON OF OPERA & BALLET IN HD ANNOUNCED WITH

24 NEW RELEASES:

11 LIVE BROADCASTS AND 13 NEW RECORDINGS

TWO NEW DIGITAL REMASTERINGS OF LEGENDARY PERFORMANCES

Rising Alternative's opera and dance series continue with LIVE presentations from La Scala, Opera de Paris, the Salzburg Festival, the San Francisco Opera, the Taormina Festival; recorded presentations from 7 additional prestigious cultural institutions

May 22, 2013; Berlin and New York – Rising Alternative's Opera in HD and Ballet in HD series announced its 2013-2014 season, which will feature 11 live and 13 recorded cinematic presentations from the world's finest cultural institutions, such as Teatro alla Scala, Opera de Paris, the Salzburg Festival, San Francisco Opera, the Vienna State Opera, Berlin's Deutsche Oper, the Ancient Greek Theater in Taormina, the Teatro Comunale di Bologna, and the Teatro Carlo Felice di Genova. Rising Alternative is proud to offer more titles, more theatres, and more variety than any other international distributor of alternative and cultural content. In past seasons Rising Alternative's programs have been shown in over 800 venues in 40 countries*, and the number of exhibition partners continues to grow every month.

The new season continues Rising Alternative's offering of programs from stages in many countries, giving opera and ballet fans worldwide the chance to take a "virtual voyage" to see performances by the world's greatest performers in different settings. Artists featured in the series

include Placido Domingo, Renee Fleming, Mirella Freni, Anna Netrebko, Natalie Dessay, Juan Diego Florez, Jonas Kaufmann, Ramon Vargas, Natalia Osipova, Christa Ludwig, Karita Mattila, Diana Damrau, and Montserrat Caballe, Rudolf Nureyev, Georges Balanchine, Benjamin Millepied, and Roland Petit.

Every year, Rising Alternative features a broadcast of one of the most prominent arts events of the season – Teatro alla Scala’s opening night, which takes place annually on December 7, the feast day of Saint Ambrose, the patron saint of Milan. This year, La Scala has chosen the Verdi favorite “La Traviata” to kick off the calendar, with celebrated soprano Diana Damrau as Violetta Valery. This production will be a must-see event for any opera fan.

Highlighted is Puccini’s “Madame Butterfly” and Verdi’s “Otello,” both part of the Legends Series. This sublime production from 1974, newly remastered to 2k Digital Cinema Format, features a stellar cast: Mirella Freni, a 33-year-old Placido Domingo and Christa Ludwig, with Herbert von Karajan on the podium. “Otello” features Freni as well as the immortal Jon Vickers, and Peter Glossop as the scheming Iago. Karajan conducts. “Otello” and “Madama Butterfly” follow on the success of “Swan Lake Vienna 1966” (starring Dame Margot Fonteyn and Rudolph Nureyev) and the Three Tenors in Concert in the Legends Series – a unique program that only Rising Alternative offers.

* Territories listed below Rising Alternative company info at end of document.

Rising Alternative Live Transmission & Recorded Title Schedule – 2013/2014

RIGOLETTO, from the Taormina Festival
Music by Giuseppe Verdi
LIVE on Tuesday July 9, @ 21:30 local time | @ 20:30 UK, Ireland
Starring Carlos Almaguer, Rocio Ignacio, Gianluca Terranova

DON CARLO, from the Salzburg Festival
Music by Giuseppe Verdi
LIVE on August 16, 2013
Available recorded March 2014
Starring Jonas Kaufmann, Anja Harteros and Thomas Hampson.

TURANDOT, from Teatro Carlo Felice, Genova
Available September 2013
Music by Giacomo Puccini
Starring Daniela Dessi, Roberta Canzian and Mario Malagnini.

NABUCCO, from La Scala
Available September 2013
Music by Giuseppe Verdi
Starring Leo Nucci, Aleksandrs Antonenko, Vitalij Kowaljow and Liudmyla Monastyrska

AIDA in 3D from the Arena di Verona
Available September 2013
Music by Giuseppe Verdi
Starring Hui He, Marco Berti, Andrea Ulbrich, Ambrogio Maestri

NOTRE DAME DE PARIS, from Teatro alla Scala
Available October 2013
Music by Maurice Jarre, Choreography by Roland Petit
Starring Natalia Osipova and Roberto Bolle

MEFISTOFELE, from the San Francisco Opera
Broadcast on Thurs. October 3, 2013 time TBA. (Live on Oct. 2, delayed for Euro timezones.)
Available recorded March, 2014
Music by Arrigo Boito
Starring Ramon Vargas and Patricia Racette.

ITALIANA IN ALGERI, from the Teatro Comunale di Bologna
Available November 2013
Music by Gioacchino Rossini
Starring Marianna Pizzolato, Michele Pertusi, Anna Maria Sarra, YiJie Shi, Paolo Bordogna

AIDA, from the Opera National de Paris
LIVE on Thursday, November 14, 2013
Music by Giuseppe Verdi
Starring Oksana Dyka, Luciana D'Intino, Marcelo Alvarez

LA TRAVIATA, from Teatro alla Scala
LIVE on Saturday, December 07, 2013
Available recorded Thursday, December 19, 2013
Giuseppe Verdi
Starring Diana Damrau, Piotr Beczala, Zeljko Lucic

I PURITANI, from the Opera National de Paris
LIVE on Monday, December 09, 2013
Vincenzo Bellini
Starring Mariusz Kwiecien, Wojtek Smilek, Maria Agresta, Andreea Soare, Michele Pertusi,
Dmitry Korchak

SLEEPING BEAUTY, from the Opera National de Paris
LIVE on Monday, December 16, 2013
Music by Tchaikovsky, Choreography by Rudolf Nureyev
Starring Les Étoiles and Premiers danseurs and Corps de ballet of the Paris Opera Ballet

THE NUTCRACKER, from the Wiener Staatsballett
Available December 2013
Music by Tchaikovsky, Choreography by Rudolph Nureyev.
Starring Liudmila Kononova and Vladimir Shishov

EUGENE ONEGIN, from the Salzburg Festival
Available January 2014
By Pyotr Tchaikovsky
Starring Peter Mattei, Anna Samuil, Ekaterina Gubanova, Joseph Kaiser

LUCREZIA BORGIA, from the San Francisco Opera
Available January 2014
By Gaetano Donizetti
Starring Renée Fleming and Michael Fabiano

LA FANCIULLA DEL WEST, from the Opera National de Paris
LIVE on Monday, February 10, 2014
By Giacomo Puccini
Starring Nina Stemme, Claudio Sgura and Marco Berti.

CAPRICCIO, from the Vienna Staatsoper
Available March 2014
By Richard Strauss
Starring Renee Fleming, Bo Skovhus and Christoph Eschenbach

TRISTAN UND ISOLDE, from the Opera National de Paris
LIVE on Tuesday, April 29, 2014
By Richard Wagner
Starring Robert Dean Smith and Violeta Urmana.

SALOME, from Baden-Baden
Available May 2014
By Richard Strauss
Starring Angela Denoke, Kim Begley, Doris Soffel and Alan Held.

LA FILLE DU REGIMENT, from the Wiener Staatsoper
Available May 2014
By Gaetano Donizetti
Starring Natalie Dessay, Juan Diego Flórez, Montserrat Caballé

BALANCHINE | MILLEPIED, from the Opera National de Paris
LIVE on Tuesday, June 03, 2014
Music by Bizet and Ravel, Choreography by Balanchine and Millepied
Starring Les Étoiles and Premiers danseurs and Corps de ballet of the Paris Opera Ballet

LA TRAVIATA, from the Opera National de Paris
LIVE on Tuesday, June 17, 2014
By Giuseppe Verdi
Starring Diana Damrau, Francesco Demuro, Ludovic Tezier, Anna Pennisi

Legends Series – 2013/2014

MADAME BUTTERFLY, from Vienna, part of the Legends Series
Available October 2013
This sublime production of Puccini's Madama Butterfly features a stellar cast: Mirella Freni, Placido Domingo and Christa Ludwig, with Herbert von Karajan on the podium. Part of the Legends series, from Vienna.

OTELLO, from Berlin, part of the Legends Series
Available April 2014
Deception, betrayal, jealousy – Verdi's "Otello" captures all the drama of the Shakespeare play, and magnifies it with his majestic music. Karajan conducts, with Mirella Freni, Jon Vickers, and Peter Glossop rounding out this legendary cast.

About Rising Alternative

Rising Alternative is a leading international distributor of content for exhibition in digital format in cinemas, cultural centers and other public venues. We provide cinemas with complete series of programs from the world most prestigious performing arts institutions. During the past 3 years we have released, on average, 22 new titles per year, 12 LIVE via satellite and 10 on DCP and other digital cinema formats. Rising Alternative's exhibition partner network includes more than 800 screens in 40 countries. Rising Alternative maintains offices in New York, Berlin, Barcelona and Milano, as well as local area agents in Denmark, Israel and the United Kingdom. Rising Alternative management has been involved in the distribution of alternative content internationally since 2006

International Distribution Territories

Teatro alla Scala, Arena di Verona, Taormina Festival , San Francisco Opera, Gran Teatre del Liceu Barcelona , Teatro Comunale di Bologna , Teatro Regio di Parma and other Italian Grand Opera Houses :

All Europe (except Italy), Latin America, Middle East, Russia /CIS

Salzburg Festival, Wiener Staatsoper, Berlin Staatsoper , Teatro Real Madrid :
Worldwide except Asia

Opera de Paris:

North America, Russia / CIS, Spain, Portugal, Denmark, Czech Republic, Greece, Slovakia, Croatia, Montenegro, Serbia, Norway, Ireland, Austria, Switzerland, Malta, Israel, Romania, Bulgaria, Hungary, Latvia, Lithuania, Estonia

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