

HOLLYWOOD, Calif., Sept. 23, 2013 /PRNewswire/ -- GUINNESS & Co. and *Jimmy Kimmel Live!* are teaming up to present a concert with iconic musical legend Sir Paul McCartney . Immediately following tonight's episode of *Jimmy Kimmel Live!* , McCartney will begin his performance – live on historic Hollywood Blvd. -- which will be available via live-stream on Myspace.com/JimmyKimmelLive .

GUINNESS presents the concert performance as part of the brand's recently-launched 'MADE OF MORE' campaign which includes the emotionally-charged ad, "[Basketball](#) ." GUINNESS is proud to join two icons – McCartney and Kimmel – for an evening of entertainment that will undoubtedly be made of more.

McCartney will join Jimmy Kimmel in studio for an interview segment on *Jimmy Kimmel Live!* before thrilling adult fans with a show on Hollywood Boulevard. The street will be closed from Highland Avenue to Sycamore Avenue, outside the *Jimmy Kimmel Live!* studio. Fans will be able to experience each full length concert, live, from their homes by visiting Myspace.com/JimmyKimmelLive immediately following the show's telecast.

GUINNESS Co. And Jimmy Kimmel Live! Take Over Hollywood Blvd. To Host Paul McCartney Concert

Written by Australian Business

When enjoying the concert live or from home, GUINNESS reminds all consumers of legal drinking age to enjoy GUINNESS responsibly.

Tune in to the live stream, and use the following codes to embed the player directly on your site.

Paul McCartney

Live Stream Begins

Sep 23

9:38 PT/12:38 ET

- **Link:** <https://myspace.com/jimmykimmellive/live/paul-mccartney-live-stream/24>

- **Embed Code:** `<iframe width="480" height="270" src="https://myspace.com/play/live/pau`

About GUINNESS®The GUINNESS® brand enjoys a global reputation as a uniquely authentic Irish beer and the best-selling stout in the world. Famous for its dark color, creamy head and unique surge and settle, this distinctive beer has been brewed at the St. James's Gate brewery in Dublin, Ireland since 1759. Over 10 million glasses of GUINNESS beer are enjoyed every single day around the world, and 1.8 billion pints are sold every year. GUINNESS beer is available in well over 100 countries worldwide and is brewed in almost 50. Also from the makers of GUINNESS, SMITHWICK'S, Ireland's oldest and best selling ale and HARP Lager, whose name pays tribute to the GUINNESS logo and the national symbol of Ireland. Additional information about the GUINNESS brand can be found at www.guinness.com.

About DiageoDiageo is the world's leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, beer and wine. These brands include Johnnie Walker, Crown Royal, J&B, Windsor, Buchanan's and Bushmills whiskies, Smirnoff, Cîroc and Ketel One vodkas, Baileys, Captain Morgan, Tanqueray and Guinness.

Diageo is a global company, with its products sold in more than 180 countries around the world. The company is listed on both the New York Stock Exchange (DEO) and the London Stock Exchange (DGE). For more information about Diageo, its people, brands, and performance, visit us at www.diageo.com. For our global resource that promotes responsible drinking through the sharing of best practice tools, information and initiatives, visit DRINKiQ.com.

Celebrating life, every day, everywhere.

About MyspaceMyspace (myspace.com) is a place where people come to connect, discover, and share. Showcasing artists and their work, the site gives people access to 53 million tracks and videos—the world's largest digital music library. With roots in music and social, the platform is built to empower all artists—from musicians and designers to writers and photographers—helping them connect with audiences, collaborators, and partners to achieve their goals. Through an open design, compelling editorial features, and analytics-based

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recommendations, Myspace fosters a creative community of people who connect around mutual affinity and inspiration for the purpose of shaping, sharing, and discovering what's next.

SOURCE GUINNESS & Co.

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