

LA THEATER VET KEN NOVICE ASSUMES ROLE OF GEFFEN PLAYHOUSE MANAGING DIRECTOR

Interim Managing Director Susan Barton Passes Torch on June 1

LOS ANGELES, April 9, 2009 — Ken Novice, the current managing director of the Pasadena Playhouse, will take on the role of Geffen Playhouse managing director effective June 1. Susan Barton, who assumed the interim role last June while the Geffen Playhouse conducted a search to fill the position, will work with Novice to ensure a smooth transition until Novice officially takes on the title.

"Susan has done a stunning job of keeping the ship afloat while we worked to find the right long-term fit for this vital position," said Producing Director Gil Cates. "And there is not a doubt in my mind that Ken was worth the wait. His vast experience as a leader in the LA theater community will be invaluable to the playhouse and we're looking forward to welcoming him into our Geffen family."

"Having been a fan of the Geffen Playhouse for years, I am thrilled to join Gil Cates, Randall Arney and their terrific staff to help support the tremendous work they've been doing in such a beautiful venue," said Ken Novice. "With such a spectacular season ahead, I can't imagine a better time to join the Geffen Playhouse as managing director and I look forward to getting to know the staff, board, audiences and supporters."

Prior to joining Geffen Playhouse, Novice served as managing director and director of external affairs at Pasadena Playhouse, before which he was director of marketing and public relations for San Diego's Tony Award-winning Old Globe Theatre. Prior, Novice provided marketing and public relations for the Tony Award-winning Denver Center Theater Company and New York's Circle Repertory Company as well as acted as director of programming for YouthStream Media Networks. Novice currently serves as head of the Theatre Management MFA/MBA program at California State University, Long Beach and has been a guest lecturer at San Diego State University and the University of California, San Diego.

ABOUT THE GEFFEN PLAYHOUSE

The Geffen Playhouse has been a hub of the Los Angeles theater scene since opening its doors in 1995. Noted for its intimacy and celebrated for its world-renowned mix of classic and contemporary plays, provocative new works and musicals, the Geffen Playhouse continues to present a body of work that has garnered national recognition. Named in honor of entertainment mogul and philanthropist David Geffen, who made the initial donation to the theater, the company is helmed by Producing Director and President of the Board Gilbert (Gil) Cates, Artistic Director Randall Arney, Managing Director Susan Barton and Chairman of the Board Frank Mancuso. Proudly associated with UCLA, the Geffen Playhouse welcomes an audience of more than 130,000 each year, and maintains an extensive education and outreach program, designed to engage young people and the community at large in the arts. For more information, please visit GeffenPlayhouse.com.

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