

NEWS RELEASE

Contact: Allison Rawlings
Director of Communications
(310) 966-2412
allison@geffenplayhouse.com

THE GEFFEN PLAYHOUSE MAKES GOING BACK TO SCHOOL A CULTURED AFFAIR

*Playhouse Makes Theater More Affordable with
Movie-Like Ticket Prices for Student Subscriptions*

LOS ANGELES, August 2008 — The Geffen Playhouse is hoping drama will be everyone's favorite subject in school this year, and to encourage a little extra credit in the field, the Geffen Playhouse is announcing a special subscription rate for college students and local educators. In an effort to make theater subscriptions more appealing to younger audiences, college students can purchase a five-play subscription for \$95, more than 40 percent off the regular price for the same group of performances. This comes to about \$19 for each performance, which is just \$7 more than a trip to see the newest flick at the ArcLight. The Geffen Playhouse is also extending a special subscription offer to local educators with subscriptions starting at \$150 for the five-play series.

"It's part of the Geffen Playhouse's mission to cultivate the next generation of theater-goers, and that's hard to do when the next generation can't afford to get a seat," said Geffen Playhouse Director of Education Debra Pasquerette. "We hope that by offering this special subscription we'll not only give college students access to evocative and inspiring works and artists, but that we'll also help encourage students to make the arts a continuous part of their life moving forward."

Student and educator subscriptions are available for mezzanine seats at every performance series with the exception of Saturday nights and Sunday matinees. The discounted subscriptions can be purchased online at GeffenPlayhouse.com or via phone through the Geffen Playhouse box office at (310) 208-5454. A valid student/teacher ID must be shown at the box office before the first performance in order to receive the special subscription rate.

GEFFEN PLAYHOUSE PERFORMANCE SCHEDULE:

Monday	No performances
Tues - Thursday	7:30pm
Friday	8pm
Saturday	4pm and 8:30pm*
Sunday	2pm* and 7pm

*Please note: The Saturday evening and Sunday matinee series are not available for the discounted subscription.

Student and educator subscriptions (\$95 and \$150, respectively) can be purchased online at GeffenPlayhouse.com or the Geffen Playhouse box office at (310) 208-5454.

EDITORS PLEASE NOTE:

Geffen Playhouse
10886 Le Conte Avenue
Los Angeles, CA 90024
(310) 208-5454
www.geffenplayhouse.com

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 eclectic mix of classic and contemporary plays, provocative new works and musicals, the Geffen 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 headed 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 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.