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**CAL PERFORMANCES AND ANOTHER PLANET ENTERTAINMENT  
ANNOUNCE CONTRACT AGREEMENT FOR  
UC BERKELEY'S HISTORIC GREEK THEATRE CONCERT SERIES**

**BERKELEY, March 22, 2004** – Robert Cole, Director of Cal Performances and **Gregg W. Perloff**, CEO of Another Planet Entertainment, today announced a contract agreement for Another Planet Entertainment to produce the concert series at UC Berkeley's William Randolph Hearst Greek Theatre beginning in 2004. Long known as a primary venue for rock music events as well as multiple University functions, the Greek Theatre will be maintained by Cal Performances on behalf of the University, while Another Planet Entertainment will be the principal tenant to promote, produce and manage the programming of concert events at the venue.

As the exclusive promoter of popular music and comedy events at the Greek Theatre, Another Planet Entertainment will have use of the venue during the performance season, which runs from April 1 through October 31st. Cal Performances will continue to manage all University functions at the venue, including commencements, student productions, rallies, and occasional fine arts events.

"We are pleased to have forged the relationship with Gregg Perloff and the folks at Another Planet, who have such a long and illustrious history in the rock industry, especially here in Berkeley," comments Cal Performances' Robert Cole. "Gregg has great taste in music and really knows how to put the facility to best use by presenting the finest popular music and making the rock concert-going experience safe and enjoyable for everyone, from students to families to seniors."

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“My main goal in leaving the corporate world and opening up Another Planet Entertainment was to return to my roots in the business, which actually started at the Greek Theatre where I booked music events as a grad student at the University,” states Another Planet’s Gregg Perloff. “I am thrilled to be able to continue my involvement with the Greek Theatre. It is a very special place and continues to be one of my favorite venues for live music. We look forward to our patrons being treated to musical moments that they will remember forever.”

### **THE GREEK THEATRE**

Just over a century old, the famed amphitheater was a gift to the UC Berkeley campus in 1903 by William Randolph Hearst, and the theater—locally known as “the Greek”—would make history over the years with performances, concerts and addresses by some of most renowned figures in the arts, politics and world affairs. Construction began in 1902 and although it was not quite finished, the amphitheater was used for the first time on May 14, 1903 when President Roosevelt delivered the commencement address for that year’s graduating class. The origins of Cal Performances date from 1906, when actress Sarah Bernhardt drew international attention to the Greek Theatre in performances of Racine’s *Phaedre*, presented as a benefit for earthquake and fire victims of that year. Beginning in the early 1970s, under the auspices of Bill Graham Presents, the Greek developed into one of the country’s premier outdoor venues for rock and pop music concerts, boasting performances by everyone from Joan Baez to Elvis Costello to the Grateful Dead who long considered the Greek “their home.”

### **ANOTHER PLANET ENTERTAINMENT**

**Another Planet Entertainment** was formed in July 2003 by longtime veterans of Bill Graham Presents, **Gregg Perloff**, former President/CEO of Bill Graham Presents/Clear Channel Entertainment West and **Sherry Wasserman**, former Senior Vice President of Bill Graham Presents/Clear Channel Entertainment West. Perloff began his career producing concerts for Cal Performances at the Greek Theatre and at Zellerbach Hall while attending graduate school at UC Berkeley. On August 16, 2003 Another Planet presented its first event, a concert by Bruce Springsteen and the E Street Band at Pacific Bell Park, in collaboration with Giants Enterprises. Another Planet Entertainment soon followed with many other concerts in the Bay Area including

The Barenaked Ladies, Simon & Garfunkel, Red Hot Chili Peppers, Dave Matthews & Friends, Linkin Park, Staind, Metallica, Rod Stewart, The Dead and Shania Twain, to name a few.

### **CAL PERFORMANCES**

**Cal Performances** is the largest performing arts presenter in Northern California, presenting over 100 performances for an audience of 150,000, and education and community programs for over 30,000 participants of all ages during the 2003/04 season. In its 98<sup>th</sup> year of bringing outstanding performing arts programs to the San Francisco Bay Area, Cal Performances presents events in multiple disciplines, including dance, theater, chamber, orchestral, vocal, and early music, jazz, world music and lectures. Recent seasons have included presentations of Mikhail Baryshnikov, Yo-Yo Ma, the Gate Theatre of Dublin, Wynton Marsalis, Valery Gergiev and the Kirov Orchestra, Philip Glass, Bryn Terfel and Cecilia Bartoli. Cal Performances' most widely utilized venue, Zellerbach Hall, has housed the most accomplished dance companies of the day, with annual appearances by Alvin Ailey American Dance Theater and Mark Morris Dance Group, as well as on-going presentations of the Bolshoi, Kirov, Frankfurt and Lyon ballet companies, as well as American Ballet Theater, New York City Ballet and Suzanne Farrell Ballet, among others. Cal Performances' arts education programs for schoolchildren have been recognized nationally as model programs and the organization is considered a leader in community outreach programming. AileyCamp, a summer dance education program for underserved adolescents, is the newest program in an education season that includes daytime performances for school children, arts education workshops for teachers, pre-concert lectures, extended artist residencies, master classes by some of the world's most talented performers, and international academic conferences on the UCB campus.