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News Release

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HISTORIC SAN JOSÉ THEATRE MAKES ITS DEBUT!

SAN JOSE, CALIF. – September 9, 2004 – The newly renovated California Theatre (formerly known as the Fox California Theatre) will officially be unveiled by the City of San Jose on Friday, September 17, 2004. Originally built in 1927, the movie palace, located at 345 South First Street in San Jose, has been transformed into a major performing arts facility and film house for the San Jose community.

With its majestic marble columns and gold-leaf cornices, the Fox was the area's first true movie palace, allowing thousands of moviegoers a glimpse of glitter and luxury, before it closed its doors in 1973. Architect's Weeks and Day designed the theater and were also responsible for the Mark Hopkins and St. Francis hotels in San Francisco.

With the ability to accommodate 1,119 in the auditorium, the California Theatre will re-open as an important entertainment venue for downtown San Jose, signaling the beginning of a new era. The California Theatre will serve in its traditional role as a venue for both classic and current films, as well as Cinequest events. In addition, the facility is designed with the ability to host other cultural and performing arts groups, concerts, meetings and events.

The unveiling of this historic theatre begins at 12 p.m. with a reception inside the California's lobby. San Jose Mayor Ron Gonzales officially opens the theatre with a ticket-tearing ceremony at 12:30 p.m. Hundreds of Community Leaders, City officials and dignitaries will attend the unveiling.

An open house for the general public will begin at 4 p.m. on Friday, September 17th and will include docent-led tours.

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Both Opera San José and Symphony Silicon Valley will make the theatre their home venues. On September 18, Opera San José will be opening their season with the performance of W.A. Mozart's work *The Marriage of Figaro*. Symphony Silicon Valley will host their gala opening weekend on October 9 and 10, featuring classical works from films played in the California Theatre during its prime.

The California Theatre will host a classic film series this fall season. David W. Packard, the philanthropic head of the Packard Humanities Institute and son of Hewlett-Packard co-founder, David Packard, developed the film series.

Opening day for the California Theatre in April 1927 was one of the cities biggest celebrations. *An Affair of the Follies* was the featured film starring popular 1920's actress Billie Dove – some of Hollywood's biggest stars attended to help celebrate the theatres opening.

The California Theatre was an immediate hit with residents of the Santa Clara Valley community. It was a turning point in San Jose's history. In 1932, the theatre orchestra was dropped, but the Wurlitzer organ continued to enthrall audiences with its appearance and sound. By 1937, the Fox, as it was known, began introducing advances like 3D and Cinemascope.

Unable to compete with television and with the decline of single-screen, art deco-era movie houses, the Fox was sold in 1972 and again in 1977. However, both ventures failed, leaving no other option for the theatre but to turn off its lights and officially close its doors.

In 1985, the San Jose Redevelopment Agency (SJRA) purchased the California Theatre saving it from demolition. Through the efforts of the SJRA and the Packard Humanities Institute, the project's benefactor, the California Theatre has been restored and expanded to a state-of-the-art facility with all new audio and video technology. Moreover, the California Theatre has been restored to its original 1927 look and feel, allowing visitors and patrons to be transported to a different era of movies and entertainment.

The renovated and expanded theatre is an additional venue, which adds 61,253 square feet of theatre space to Downtown. The total cost for the restoration was \$75 million. The costs were split between the San Jose Redevelopment Agency and Packard Humanities Institute.

The first part of the restoration was the demolition of the existing stagehouse and parking garage. This made room for construction of a large stagehouse and a support building with dressing and rehearsal rooms. Next, the theatre's entry façade and grand lobby were completely renovated. Artisans worked over every detail, including all of the paintings, architecture, and the original light fixtures in order to restore the building back to its former 1927 elegance. A marquee reminiscent of the original 1927 marquee was installed. The vacant lot, which previously was north of the lobby, was replaced by new theatre support facilities

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with an outdoor courtyard that is planned for use by theatre patrons during intermissions and for receptions.

For more information or to tour the facility please contact Stewart Slater with Team San José at (408) 887-0707. For information on Opera San José and their performances please visit www.operasj.org. For information on the Silicon Valley Symphony please visit www.symphonysiliconvalley.org.

About San José Redevelopment Agency

The San José Redevelopment Agency (SJRA) was created in 1956 and is governed by the SJRA Board of directors. The agency is committed to improving the quality of life in San José by providing comprehensive and balanced programs. SJRA continues to revitalize and enliven San José's downtown, neighborhoods, and industrial areas.

About The Packard Humanities Institute

The Packard Humanities Institute (PHI) is an independent and non-profit foundation dedicated to archaeology, music, film preservation, historic conservation, and early education.

About Team San José

Team San José, a public benefit corporation, was founded in December 2003, for the exclusive purpose of ensuring that the City of San José's six convention and cultural facilities are managed more efficiently and responsive to customer needs. The Team San José Board of Directors is composed of local community stakeholders, including hoteliers, organized labor, cultural arts groups and the convention and visitors bureau. These stakeholders share in the sales and marketing of the facilities, and ultimately, the collaboration will enhance customer experience, reduce operating costs and improve the overall economic impact to San José businesses.

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