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**Mirvish Productions and**  
**Sony Centre For The Performing Arts**  
**Form Partnership to Co-Promote & Program**  
**Canada's Largest Civic Performing Arts Venue**

Mirvish Productions, Canada's largest commercial theatrical producing company, and the Sony Centre For The Performing Arts, Toronto's largest theatre, will together co-promote the Centre's visionary programming to the city's diverse communities, including its special outreach programs to children and youth.

"Our mandate is to find the best programming from around the world that speaks to as many of Toronto's 232 cultures as possible", said Dan Brambilla, CEO of the Sony Centre. "At the same time we are fostering cross cultural understanding by encouraging all of our diverse citizens to experience performances from outside their culture. To succeed at this enormous task, we are excited to be able to add the marketing strength of the Mirvish organization."

David Mirvish explains, "We admire and wholeheartedly endorse the work of Dan and everyone at the Sony Centre. The Centre has a long history and has served many purposes over its 50 years. It is exciting to see it continue to serve the citizens of Toronto by reflecting the changing face of the city. It is facility that is well located and well designed to showcase the best of the city's diverse communities. In fact, we have programmed at the Centre before.

In 2002 we presented the Broadway show BLAST! at the Centre. And in 2004, we brought in a show from South Korea, THE LAST EMPRESS, which played there on our subscription season. And In both instances, the Centre was the perfect venue for these shows, as both were spectacles that filled the stage with enormous sets and large casts.

We are thrilled to play a role in helping the Sony Centre promote its unique shows to a wider audience. Tickets to Sony Centre shows will be made available to Mirvish subscribers at special prices and, when available, on a priority basis. This is a valuable new benefit for subscribing to the Mirvish Theatre Subscription Season, which I'm happy to report continues to be the most popular subscription in Canada.

We are also excited to be able to co-present shows at the Centre and to have access to program shows appropriate to the venue.

The performing arts are all about collaboration, and we are very happy to be entering into what promises to be a great and productive collaboration with the Sony Centre.”

Brambilla adds, “We are thankful that the Mirvish Organization supports not only our undertaking to present diverse programming, but also our outreach to the youth of Toronto, which of course crosses over all of our wonderful cultures. I am so looking forward to being able to increase our efforts, now that David has put the strength of his organization behind this vision.”

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