



February 17, 2011

To Whom It May Concern:

We were pleased and privileged to present Lee Tannen's play I LOVED LUCY at Laguna Playhouse last fall as part of our 2010-11 Season. The production ran for four weeks in October of 2010 to good critical and audience response.

Both funny and poignant, I LOVED LUCY gave audiences a unique, revealing glimpse into the life of America's favorite red head. Lucille Ball was a Star, an actress with epic talent, and the friendship she shared with author Lee Tannen plays out on the stage with wit and charm as well as a full dose of honest and revelatory storytelling. This play has so much to offer about the life and art of the woman considered to be the greatest comedienne of the 20th Century.

I LOVED LUCY was not only a joyous experience for us, it was a profitable one as well: Lucy's icon value made for very cost effective marketing and our return on investment was high in comparison to our lesser known productions, with ticket sales exceeding our projected revenue. In a time when theaters across America are experiencing diminishing ticket sales and the economy is slow to recover it was terrific to see that this production could stand up to the pressure of the current climate and exceed its financial expectations.

All in all, I LOVED LUCY was a wonderful, satisfying experience for us at the Laguna Playhouse and we encourage you to give it every consideration. This play should be seen!

Sincerely,

A handwritten signature in black ink, appearing to read "Karen Wood".

Karen Wood
Managing Director

A handwritten signature in black ink, appearing to read "Ann E. Wareham".

Ann E. Wareham
Associate Producer