

Contacts:

Chris Nelson, Pyramid Communications, 206-940-1605,
cnelson@pyramidcommunications.com

Cheryl Engstrom, Engstrom Public Relations, 425-417-1395, cheryl@engstrompr.com

**PACE ANNOUNCES \$25 MILLION GIFT -- ONE OF THE LARGEST ARTS GRANTS EVER
IN REGION**

Performing Arts Venue Renamed Tateuchi Center to Honor Donor

BELLEVUE, Wash. (June 9, 2010) -- Celebrating one of the largest gifts ever made to a cultural institution in the Pacific Northwest, Performing Arts Center Eastside (PACE) Executive Director and CEO John Haynes announced today a \$25 million grant from the Atsuhiko and Ina Goodwin Tateuchi (pronounced Ta-teh-OO-chee) Foundation. "This momentous investment will help realize the decades-long dream of a world-class performing arts and cultural center in Bellevue to serve the vibrant communities east of Lake Washington," said Haynes. "In recognition of the gift, PACE is renamed **Tateuchi Center**, in tribute to the late Japanese-American humanitarian, entrepreneur, and business leader **Atsuhiko Tateuchi**."

The grant includes both capital and programming components. Capital funds will support Tateuchi Center's \$160 million capital campaign, undertaken to construct this Eastside performance center, which will feature a 2,000-seat concert hall and 250-seat cabaret-style venue. Programming funds will specifically support Japanese and Japanese-inspired performances. In conjunction with additional events at Tateuchi Center related to Asian arts, these programs will highlight the Puget Sound region's integral role as a cultural hub among Pacific Rim nations.

The Tateuchi Foundation was founded by Atsuhiko Tateuchi and his wife, Ina Goodwin Tateuchi, to promote international understanding and improve the quality of relations between the United States and other Pacific Rim countries, particularly Japan. Mr. Tateuchi's business success paved the way for his many philanthropic endeavors, especially in education and the arts. "Mr. Tateuchi believed that young people hold the keys to a better future for the world. It was imperative to him that future generations appreciate many cultures so as not to repeat the mistakes of the past," said Daniel Asher, administrator for the Tateuchi Foundation. "The Foundation recognizes the Center as an excellent opportunity to amplify its mission of building cultural bridges. This remarkable gift confirms Tateuchi Center's commitment to diversity and cultural understanding and is in complete harmony with the late Mr. Tateuchi's goals. The Foundation is delighted to help move this worthy dream closer to reality."

"With this gift, the Tateuchi Center Campaign is now at a threshold," said Peter Horvitz, Tateuchi Center board chair. "The land is secured, the blueprints are finished, and the Campaign has already raised \$60 million, more than any other single campaign in Eastside history. Looking ahead, we see not just a beautiful building, but also a cultural center whose programs will reflect the cultures and customs of its diverse community and elevate the quality

of life in the entire region. The Foundation's gift to the Campaign truly opens the door to our future and to a bright future of arts, education, entertainment, and understanding for the people of this amazing, diverse region. Now is the time for others who care deeply about this community and the role the arts play in our lives to come forward and help us finish the job."

Tateuchi Center is in "shovel-ready" status and has recently filed for building permits. Designed by nationally prominent architect Norman Pfeiffer, the 135,000 square foot, five-story facility is slated for a fall 2011 groundbreaking, with grand opening scheduled for 2013. Tateuchi Center will be located in the heart of downtown Bellevue, at the corner of NE 10th Street and 106th Avenue NE.

About the Tateuchi Foundation

Atsuhiko Tateuchi (1938-2007) and his wife, Ina Goodwin Tateuchi, created the Tateuchi Foundation to promote international understanding and improve the quality of relations between the United States and other Pacific Rim countries, particularly Japan. The Foundation supports educational opportunities for students and scholars of Asian studies, as well as cultural exchanges between the United States and Japan and other Pacific Rim nations.

Mr. Tateuchi was born and raised in Tokyo, Japan, and received his B.A. in law from Keio University. He came to the United States in 1963 to earn his M.A. in communications from the University of Washington. After a successful career in advertising, marketing, and product management with companies such as Chesebrough-Ponds and American Home Products, Mr. Tateuchi founded and served as president, chairman, and CEO of Drake Beam Morin-Japan, Inc., Japan's leading human resources consulting agency.

Gifts from the Foundation have established the Tateuchi Viewing Pavilion at the Bellevue Botanical Garden; the Tateuchi Plaza at the Seattle Public Library; the Tateuchi Galleries at the Seattle Asian Art Museum; the Atsuhiko and Ina Goodwin Tateuchi Foundation Gallery in the Asian Art Museum of San Francisco; the Tateuchi Democracy Forum at the Japanese American National Museum in Los Angeles; and numerous other projects.

About Tateuchi Center -- formerly Performing Arts Center Eastside (PACE)

Poised to become one of the premier performing arts venues in the Pacific Northwest, and the first of its kind to be located in the burgeoning area across Lake Washington from Seattle, known throughout the region as "the Eastside," Tateuchi Center is committed to the power of the Arts in human lives. The Center will present artistic, cultural, educational, and entertainment experiences of the highest quality -- great performances that reflect the diverse interests, and honor the cultures and customs of its neighbors. It will expand arts education opportunities; provide a performance home for select regional arts organizations; promote the interests of working artists; engage and develop new audiences; encourage participation in the arts; contribute to the economic vitality of the region; and serve as a cultural center for Eastside residents.