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PETER B. LEWIS SUPPORTS CAMPAIGN FOR IDEA CENTER

CLEVELAND, November 10, 2004 – The campaign for the Idea Center at Playhouse Square has received a \$1 million gift from noted philanthropist Peter B. Lewis. The campaign is to fund the development of the Idea Center at 1375 Euclid Avenue in Cleveland.

“Peter's gift is the largest commitment from an individual received to date,” said Robert S. Reitman who serves as co-chair of the campaign with Thomas W. Adler, Henry L. Meyer III and John H. Outcalt. “We couldn't be more grateful for his generosity and for his leadership. We hope others follow his example,” Reitman added.

Peter Lewis said, “This is an exemplary project and a great story. Playhouse Square and ideastream are collaborating to create something much greater than either organization could create alone.”

Well known for his support of innovation, Peter B. Lewis is among the America's leading philanthropists. He successfully built Cleveland based Progressive Insurance into an industry powerhouse and has volunteered his time, talent, energy and wealth to help stimulate innovation in nonprofit organizations in Northeastern Ohio and across the nation.

The Lewis gift is the fourth grant of one million dollars or more announced by ideastream and Playhouse Square since the organizations began raising funds for their partnership to redevelop the One Playhouse Square Building into the Idea Center at Playhouse Square - a Center for the arts, for technology, for education and for ideas. When complete, the building will become a bustling center of activity housing ideastream employees currently located in separate broadcast facilities plus employees of additional tenants. The facility will be a model of creative connectivity where digital media technology (radio, television and the internet) is used to create and distribute content, including news, information, educational services and performances. The boards and staffs of the two non-profits are working together to construct, equip and program the Idea Center.

The Idea Center is a \$42 million project, including \$32 million for construction, furnishings, fixtures and equipment and \$10 million for programs and program enabling technology. Having already secured some commitments through tax incentive financing, state and federal grants, the Campaign set a goal of \$27.4 million. The Peter Lewis gift brings announced pledges to date to over \$11 million.

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Playhouse Square Foundation

Playhouse Square Foundation is a 501 (c) (3) not-for-profit, which restored and operates Playhouse Square Center, the nation's second largest performing arts center. The Foundation's top mission is to provide high quality performing arts and entertainment programs to the citizens of Greater Cleveland and Northeast Ohio, and to support on-stage productions with leading-edge educational programs for people of all ages. It also strengthens the economic development of the region by making the downtown Cleveland Theater District a superior location for the arts, learning, business, and living.

ideastream is a multiple-media public service organization with a mission to strengthen our communities by providing distinctive, thought-provoking programs and services that enlighten, inspire, educate and entertain. The organization was formed by the merger of public broadcasting stations WVIZ/PBS and 90.3 WCPN in July of 2001. The organization operates public television and radio stations in Cleveland with an audience of some 2.8 million viewers and listeners, an Educational Service group serving schools with nearly one half million students, and manages the Ohio Public Television and Radio Statehouse News Bureau and Ohio Government Telecommunications in Columbus.

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