

April 16, 2018

Ms. Cindy Uken  
[REDACTED]

Palm Springs, CA 92262



Dear McCallum Patron:

On behalf of everyone at the McCallum Theatre, please allow us to extend our apologies for any inconvenience you encountered during the recent period for Members to purchase their 2018-2019 tickets in advance of the general public. We recognize a failure on our part and promise that we will do better going forward.

While we had anticipated an exceptionally large demand on the first day of advance sales, we did not recognize that the technology we used was incapable of handling such an overwhelming response to the new season. We are very gratified that so many Members are excited for the sensational season we have planned, but clearly dissatisfied by what turned out to be very uncharacteristic customer service for the McCallum. We are particularly regretful that this may have caused undue difficulty for Members like you who generously support the Theatre philanthropically.

Please know that we are doing everything possible to see that improvements are being made to our technology so that further complications will not occur. It is our intention that all systems will be in place so that next season McCallum members will be able to secure their tickets online right away during the advance purchasing period (in addition to enhanced phone capabilities).

As a token of appreciation for your understanding, we are enclosing a \$100 gift voucher that you may use toward the purchase of tickets for a performance in the 2018-2019 season. We hope you will use this gift to enjoy an extra evening at the McCallum.

Once again, we thank you for your patience. The McCallum has always prided itself on the finest service to its very loyal and valued customers. We apologize again for both the unexpected glitches and the frustrations they have caused.

You have our deepest appreciation for your continued support and patronage, along with our warmest wishes for a wonderful and healthy summer season. We genuinely look forward to seeing you back at the Theatre this fall as we begin our fourth decade of providing the finest in world-class entertainment to the best customers in the world.

With gratitude,

A handwritten signature in black ink, appearing to read "Harold Matzner".

Harold Matzner  
Chairman, Board of Trustees

A handwritten signature in black ink, appearing to read "Mitch Gershenfeld".

Mitch Gershenfeld  
President & CEO