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OPERA NEW JERSEY APPOINTS BARBARA J. HOCHER AS NEW DIRECTOR OF DEVELOPMENT.

Former Executive Director of The Marilyn Horne Foundation to Head Development Efforts for Princeton-Based Opera New Jersey.

September 9, 2010, PRINCETON, NJ – Opera New Jersey, the Garden State’s largest opera company, is pleased to announce the appointment of Barbara J. Hocher as its new Director of Development. Ms. Hocher assumed her responsibilities full-time on August 23rd, 2010. Ms. Hocher is the first Director of Development at the eight year old company.

“We are thrilled to add a person with Barbara’s remarkable experience, high level of accomplishment, and proven commitment to our art to our staff,” said Richard Russell, General Director. “We know that she will be a tremendously valuable addition to our team as we progress to our next stage of growth.”

Ms. Hocher was the Executive Director of the Marilyn Horne Foundation since its founding in 1993. While there she was responsible for all aspects of the organization including: fundraising and donor relations, financial planning and oversight, program and gala planning/expedition, and liaison with the Board and high-level industry professionals. The Foundation’s focus was the classical vocal recital and emerging artists; its programs reached over 105,000 audience members via 700 recitals and 66,000 students via 648 education programs in twenty-nine states. Ms. Hocher’s final accomplishment was the successful transfer of the Foundation’s programs to Carnegie Hall’s Weill Music Institute in July 2010.

Prior to her work with the Marilyn Horne Foundation, Ms. Hocher was a Manager of Corporate Contributions at Citicorp/Citibank and an opera singer with extensive national credits including leading roles at New York City Opera, Washington National Opera, Glimmerglass Opera, New Jersey Symphony, Minnesota Orchestra; also, she was a regional winner of the prestigious Metropolitan Opera National Council auditions. She holds an M.A. in Arts Administration from NYU, an M.M. in voice from the New England Conservatory of Music, and a B.M. from North Texas State University.

“I am passionate about opera, the development and nurturing of gifted young singers and arts education, so obviously I am extremely excited about this new chapter in my professional life. I think the shoe really fits!” said Ms. Hocher. “I look forward to helping Opera New Jersey build

its constituency and continue its remarkable growth as a bright star among New Jersey's top performing arts organizations."

Ms. Hocher's first major task will be to manage Opera New Jersey's "Envision the Future Campaign," a new \$2 million effort launched by Richard Russell and the Board of Trustees during the Company's critically-acclaimed 2010 Summer Season at the McCarter Theatre in Princeton, NJ. The primary goals of the campaign are three-fold: to continue Opera New Jersey's growth by providing Princeton and New Jersey with the highest caliber of performances of great opera, to solidify Opera New Jersey's and Princeton's place as one of the country's most important opera destinations, and to ensure Opera New Jersey's bright future by providing it with a secure financial base.

The first major artistic event under her management will be the 6th annual "Celebrate Opera Gala," which will honor Edward Matthews and pay tribute to the memory of Marie Matthews. This delightful evening of beautiful music will be October 16th at the Hyatt Regency, Princeton. The theme this year will be "Opera New Jersey Meets Broadway" and will star Broadway sensation, Lisa Vroman. Proceeds for this annual event support Opera New Jersey and its programs that benefit thousands of adults and children throughout New Jersey.

About Opera New Jersey

Opera New Jersey is recognized nationally as a leader among regional opera companies, providing high quality opera performances and exceptional educational offerings. Opera New Jersey seeks to stimulate, promote and satisfy interest in opera, build a strong and diverse audience base for the art form and foster the development of emerging artists. Opera New Jersey has received three prestigious Citations of Excellence from the New Jersey State Council on the Arts (NJSCA). The Citation is NJSCA's highest honor and recognizes arts organizations that "exhibit the highest standards of excellence in artistry, operations, governance, public benefit and fulfillment of areas of Council priority. Opera New Jersey is honored to be the recipient of multiple National Endowment for the Arts grants in recognition of our outstanding programming. For more information: www.Opera-NJ.org.