

FOR IMMEDIATE RELEASE

Press contact:
Rob Weinert-Kendt
rob@stagegrade.com

**Revealing the Best and Worst of Broadway:
StageGrade.com Offers Theatergoers the
Ultimate Guide to NYC Plays and Musicals**

"A key bookmark." --Elisabeth Vincentelli, *New York Post*

"[A] useful and convenient critical synthesizer...The declining role of the drama critic has been the subject of much hand-wringing lately... Judging from the variety and liveliness of the excerpts on [StageGrade], however, we're not quite dead yet." --Adam Feldman, *Time Out New York*

"Possibly revolutionary." --*The Guardian*

"An invaluable resource." --*The Playgoer*

NEW YORK, April 27, 2010 -- As theaters on Broadway and beyond head into awards season, and Tony speculation kicks into high gear, **StageGrade.com** offers theatergoers and industry-watchers the ultimate one-stop source for theater reviews, authoritatively gathered and ranked for easy reference. Want to know what just one idiosyncratic critic happens to think? Stick to just one newspaper or website. Want to know what **all the critics** are saying about that new Broadway show? StageGrade is the place to find out.

The concept, inspired by such movie review sites as Metacritic and Rotten Tomatoes, is simple: The StageGrade editorial team gathers and reads every published review of every show, assigns each review a letter grade based on how the critic responded, and then tallies up the median grade of all the reviews to reveal the critical consensus. Some of the results may surprise you:

- **Underwhelming consensus on *American Idiot*** (median grade: B-). There's a solid B-range consensus on this new Green Day rock opera -- but sneaking in at the margins are those who think that *American Idiot* is the first great musical of the 21st century (e.g. *The New York Times*) and those who find it an embarrassing, shallow crime against both theatre and its source material (e.g. *The Wall Street Journal*).
- **Love and hate for *La Cage aux Folles*** (median grade: A-). There's no middle ground here -- 19 critics gave this latest revival a positive review, 4 critics hated it, and nobody was on the fence.
- **Best and Worst: *South Pacific*** (A) is the best-reviewed show on Broadway; ***The Addams Family*** (D+) is the worst. Beyond Broadway, ***Avenue Q*** (A) is the best-reviewed show; ***Looking for Billy Haines*** (D+) is the worst.

StageGrade was established in response to the common lament that a show's success or failure seems inordinately tied to what just a few (or even just one) critic wrote about it. StageGrade effectively democratizes the critical response, ensuring that every reviewer with something worthwhile to say -- from *The New York Times* to OffOffOnline -- is



considered equally, thus providing readers with a uniquely trustworthy sense of the critical consensus on every show.

This simple but potent idea has already garnered key endorsements: Earlier this month, a front-page story in *The New York Times* cited StageGrade as an authoritative source for how critics respond to Broadway shows. Meanwhile, StageGrade was selected for a summer fellowship at the Yale Entrepreneurial Institute. This prestigious fellowship promotes the creation, growth, and long-term success of viable, scalable new ventures.

The StageGrade management team includes editors Rob Weinert-Kendt (*American Theatre*) and Isaac Butler (*Parabasis*); experienced entrepreneurs Doug Rand (Yale JD/MBA 2010) and Jonathan Rand (co-founders of the innovative theater publisher Playscripts, Inc.); theater marketing expert Shinyoung Sohn (Yale School of Drama theater management MFA 2010); and enterprise software developer Martin Gordon.

It's easy to follow the latest StageGrade updates on [Twitter](#), [Facebook](#), [RSS](#), or [email](#). Coming soon, users will be able to publish their own reviews and grades, keep track of which reviewers reflect their own preferences, and get personalized recommendations.

Whenever you're looking to see a show in New York, [StageGrade](#) should be your first stop.

#

For more information or for press inquiries, please contact Rob Weinert-Kendt at rob@stagegrade.com