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THE BROAD UNVEILS 'EAST WEST BANK PLAZA AT THE BROAD'***The Museum Names Its Outdoor Plaza to Honor Leading Partner and Exclusive Presenting Sponsor of The Broad's 5th Anniversary Year, East West Bank***

LOS ANGELES—The Broad today announced that its outdoor plaza has been named for its longtime Leading Partner, East West Bank. The plaza, where East West Bank-supported programs such as Family Weekend Workshops, Summer Happenings and *Soul of a Nation* Celebration: A Special Musical Performance Curated By Quincy Jones have taken place, has been named the East West Bank Plaza at The Broad.

"We have been honored to partner with East West Bank on innovative programs that have showcased the art in the Broad collection and deepened visitors' engagement with the art on view. Our two institutions share a commitment to serving our communities, and with their support, we have been able to expand our arts education programs and family offerings as part of our mission to make contemporary art accessible to as many people as possible," said Joanne Heyler, founding director of The Broad.

"East West Bank has been proud to support The Broad's arts education programs that increase access to contemporary art for a wide and diverse audience," said Emily Wang, senior vice president, director of marketing and community development at East West Bank. "The East West Bank Plaza at The Broad is a welcoming space that engages the community and provides a unique platform for the public to experience the museum's programming."

The 24,000-square-foot plaza adjacent to the museum is an inviting green space featuring Barouni olive trees, which are more than 100 years old, and was designed by MacArthur "genius" grant winners Diller Scofidio + Renfro with Walter Hood Design Studio. In addition to providing a vibrant outdoor space for the public to enjoy, the plaza will also serve as an entryway to downtown Los Angeles' arts and culture corridor along Grand Avenue when a new station opens behind The Broad in 2022 as part of the Metro's regional connector project extending the Metro Gold Line Little Tokyo/Arts District Station to the 7th Street/Metro Center Station.

East West Bank is also the Exclusive Presenting Sponsor of The Broad's 5th anniversary year of exhibitions, installations and events. The Broad, which attracted more than 917,000 visitors in 2019 (its highest calendar year attendance ever), is dedicating its first and third floor galleries to showcasing the Broad collection for much of 2020 to celebrate the museum's fifth anniversary.

This unique, rotating program includes deep dives into the work of icons of American postwar art and 1960s pop, key artists of the 1980s New York and Los Angeles art scenes, and important figures of the 1990s to the present day. Artists highlighted during The Broad's fifth anniversary year include **John Baldessari, Jean-Michel Basquiat, Mike Kelley, Barbara Kruger, Roy Lichtenstein, Takashi Murakami, Ed Ruscha, Kara Walker, Andy Warhol** and **Christopher Wool**.

In addition, with East West Bank's support, The Broad will be presenting major artist conversations and other events that explore the rich history of the Broad collection and museum founders Eli and Edythe Broad's sustained commitment over 50 years to collecting artists in depth. Events will include The Broad's signature series, **The Un-Private Collection**, which will feature **Ed Ruscha** on April 11 and **Takashi Murakami** in September, as well as additional events in the fall which will highlight collectors who are seeking to change the narrative in the visual arts through the acquisition of works by artists who have

been excluded from museums or gallery exhibitions, or through collecting with the intention of launching a public museum.

In September, The Broad will celebrate its fifth anniversary with a public celebration (details to be announced later this spring) and a special anniversary edition of Family Weekend Workshops, which offers free art-focused activities for families, that will take place on the East West Bank Plaza at The Broad on September 26 and 27.

Learn more about The Broad's fifth anniversary slate of free exhibitions, in-depth installations and events—exclusively presented by East West Bank—at www.thebroad.org.

About The Broad

The Broad is a contemporary art museum founded by philanthropists Eli and Edythe Broad on Grand Avenue in downtown Los Angeles. Designed by Diller Scofidio + Renfro in collaboration with Gensler, the museum offers free general admission and presents an active program of rotating temporary exhibitions and innovative audience engagement. The Broad is home to 2,000 works of art in the Broad collection, which is one of the world's leading collections of postwar and contemporary art, and welcomes more than 900,000 visitors a year.

The 120,000-square-foot building features two floors of gallery space and is the headquarters of The Broad Art Foundation's worldwide lending library, which has been loaning collection works to museums around the world since 1984.

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About East West Bank

East West Bancorp, Inc. is a publicly owned company with total assets of \$44.2 billion and is traded on the Nasdaq Global Select Market under the symbol "EWBC". The Company's wholly owned subsidiary, East West Bank, is one of the largest independent banks headquartered in California. East West is a premier bank focused exclusively on the United States and Greater China markets and operates over 125 locations worldwide, including in the United States markets of California, Georgia, Massachusetts, Nevada, New York, Texas and Washington. In Greater China, East West's presence includes full service branches in Hong Kong, Shanghai, Shantou and Shenzhen, and representative offices in Beijing, Chongqing, Guangzhou and Xiamen. For more information on East West, visit the Company's website at www.eastwestbank.com.