



**Dear ladies and gentlemen,
We would like to present a joint video project
by the Bolshoi Theatre and Credit Suisse –
STEPS TO SUCCESS**

Dedicated to those who can dream and work hard to achieve breakthrough results

September 3, 10 and 17, on the official Bolshoi Theatre YouTube channel

Start: 19:00 MSK

The upcoming YouTube premiere will consist of three videos featuring Bolshoi opera stars and young artists, who are making first steps in their careers.

In each episode, they will share their experiences and thoughts touching upon specific qualities that are important for self-development and achieving great results in culture and business.

First episode: “Talent and hard work”

Bolshoi Theatre soloist Dinara Alieva and the Young Artists Opera Program participants Maria Motolygina and Elmira Karakhanova

Date: Thursday, September 3rd, 19:00

Second episode: “Fear and courage”

Bolshoi Theatre soloist Igor Golovatenko and the Young Artists Opera Program participants Maria Barakova, Sergei Konstantinov and Nikolai Zemlyanskikh

Date: Thursday, September 10th, 19:00

Third episode: “Humour and serious approach”

Bolshoi Theatre soloist Elchin Azizov and the Bolshoi Opera Company trainees Alina Chertash and Konstantin Artemiev

Date: Thursday, September 17th, 19:00

The joint video project by the Bolshoi Theatre and Credit Suisse is dedicated to those who can dream and work hard to achieve breakthrough results. For Dinara Alieva success means professional achievements; Elchin Azizov finds success in applause, recognition, and self-fulfillment; for Igor Golovatenko success means new heights and overcoming personal challenges.

We hope that these conversations will be useful not only for young talented vocalists, but also to encourage a wide range of viewers to think about the path to success, as well as find inspiration in the personal stories of creative people.

The project is created in collaboration with the Privileged Sponsor of the Bolshoi Theatre, Credit Suisse, which is focusing on the support of young talent as part of its global art strategy. Credit Suisse has provided a special grant for the Theatre's Young Artists Opera Program, and the bank will also announce the winner of its newly-launched joint award with the Bolshoi Theatre this fall.

The Young Artists Opera Program was set up at the Bolshoi Theatre in October 2009, and over the past 10 years, 14 pianists and 55 singers have graduated from the program (among them are the soloists of the most famous theatres in the world – the Bolshoi Theatre, Teatro alla Scala, Covent Garden, Metropolitan Opera, Opera de Paris, Wiener Staatsoper, Berliner Staatsoper, Teatro Real in Madrid and many others).

Vladimir Urin, CEO of the Bolshoi Theatre

“I would say that the focus of the Bolshoi Theatre Young Artists Opera Program is twofold. Firstly, we seek to give the best young talents an opportunity to prove themselves. Secondly, the Bolshoi Theatre Young Artists Opera Program gives them a unique chance to meet with outstanding singers and teachers, who are an unrivaled source of valuable insights. I believe that the traditions of the Bolshoi Theatre are not confined to its great past. A lively atmosphere and a concentration of talent is crucial for every theatre. That is why it is so important to help young singers hone their vocal skills, acquire greater proficiency and try their hand on the stages of our theatre. It is a great stroke of luck that the Young Artists Opera Program is headed by Dmitry Vdovin. He is not only a teacher, but also an amazing organizer. He has undoubtedly made a vital contribution to the success of this undertaking. We also feel obliged to express our most sincere gratitude to the trustees of the Bolshoi Theatre, who have been funding the Young Artists Opera Program all these years. We would never have succeeded without their support”.

About Credit Suisse AG

Credit Suisse AG is one of the world's leading financial services providers and is part of the Credit Suisse group of companies (referred to here as 'Credit Suisse'). Our strategy builds on Credit Suisse's core strengths: its position as a leading wealth manager, its specialist investment banking capabilities and its strong presence in our home market of Switzerland. We seek to follow a balanced approach to wealth management, aiming to capitalize on both the large pool of wealth within mature markets as well as the significant growth in wealth in Asia Pacific and other emerging markets, while also serving key developed markets with an emphasis on Switzerland. Credit Suisse employs approximately 48,500 people. The registered shares (CSGN) of Credit Suisse AG's parent company, Credit Suisse Group AG, are listed in Switzerland and, in the form of American Depositary Shares (CS), in New York.

Some of the renowned institutions the bank sponsors include the National Gallery in London, the Kunsthau Zürich, the Beijing Music Festival, the Sydney Symphony Orchestra, and others. Further information about Credit Suisse can be found at www.credit-suisse.com.