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BIOGRAPHY

BARBARA EDEN

Barbara Eden, everyone's favorite *Jeannie*, is one of America's most endearing and enduring stars. Her NBC Television Network mega-hit "I Dream of Jeannie" has aired globally for more than three decades.

Today, the multi-talented Eden continues to enjoy the adulation of audiences and fans everywhere. Currently, she has been playing to SRO audiences headlining a continuing national tour of Neil Simon's female version of "The Odd Couple"; has been honored by People magazine as one of America's "200 Greatest Pop Culture Icons"; was honored with the California Broadcasters Association's Hall of Fame "Life Achievement Award"; her "Jeannie" series has returned to national television on the TV Land cable network and recently she won the coveted TV Land Award for her work in the classic NBC show.

Barbara has starred in 15 feature films, five network TV series, 18 top-rated TV movies and has been a headliner at many top hotel resorts, casinos and concert stages as well as leading venues in Lake Tahoe, Atlantic City and Las Vegas including the MGM Grand, Caesar's Palace and Harrah's.

Barbara's effervescent personality, positive spirit and unique ability to reach and hold audiences of all ages has made the beautiful blue-eyed blonde from San Francisco one of Hollywood's most recognized, beloved and popular stars both here and abroad.

During the beginning of the 2002 holiday season Barbara sang "Have Yourself a Merry Little Christmas" at the annual White House "Lighting of the National Christmas Tree" event and hosted the show and pageant featuring President Bush

and Mrs. Bush throwing the switch to illuminate the Yuletide tree on the Ellipse before an audience of 6,000 people.

One of Barbara's fun and important projects has been her "I Dream of Jeannie" slot machine, replete with her own "Jeannie" voice built-in to prompt participants as they play the game. The new gambling device is being shown at the Las Vegas Convention Center by the International Gaming Technology (IGT) company on Sept. 16, 2003, for which she will make a special personal appearance.

Her other activities over the last eighteen months have included a recurring starring role as the matriarchal Aunt Irma in Warner Bros. "Sabrina: The Teenage Witch"; her "Odd Couple" tour; the national release by Mattel of the official Barbie/Jeannie doll created in Barbara's image; an upcoming Jeannie comic book from Columbia TriStar; her TV commercials for Old Navy, AT & T and Lexus, which introduced Lexus' SUV, subsequently named Car of the Year; a delicious video ad for Entemann Doughnuts; an Eden profile by "A&E Biography" and by MSNBC's "Legends & Headliners with Matt Lauer"; numerous personal appearances and talk show guestings; and her BarGene Productions company developing long-form TV movies.

In the area of merchandising, Barbara has recently signed a new long-term licensing agreement with Sony Consumer Products, which features an amazing array of "I Dream of Jeannie" items.

Always drawn to the magic of a live theater audience, Barbara periodically stars on stage in both plays and musicals during hiatus periods from her movie and TV assignments. She has repeatedly scored critically and at the box office in such hits as "Sound of Music," "Same Time Next Year," "Best Little Whorehouse in Texas," an 11-city tour in Neil Simon's "Last of the Red Hot Lovers" and in "Gentlemen Prefer Blondes," as Lorelei Lee, the character created by Carol Channing on Broadway and played on-screen by Marilyn Monroe in the 20th Century Fox film version.

Monroe, the legendary film star, actually played a key role in helping Barbara to form her own star persona while Barbara was a rising young contract player on the 20th-Fox lot. Her first TV series there was "How To Marry A Millionaire," starring in

the role made famous by Monroe in the film version helmed by famed director Jean Negulesco.

While at Fox, Barbara also starred in a number of major feature motion pictures including "Voyage to the Bottom of the Sea," "The Wonderful World of the Brothers Grimm," "The Seven Faces of Dr. Lao" and "Flaming Star," as Elvis Presley's leading lady.

Barbara later joined Columbia Studios where she starred in a number of films and then returned to television with what was to become her enormously successful "I Dream of Jeannie" series. It was during this period, she began performing as a headline artist at some of America's major supper clubs which led to musical guest star appearances on many of TV's leading variety shows. She also hosted Nashville's "Country Music Awards" special and her own Christmas special "Love is Barbara Eden."

In 1979, Barbara starred in the modestly budgeted sleeper feature film hit "Harper Valley PTA," based on the Jeannie C. Reilly popular recording, which went on to gross more than \$25 million and become that year's most successful independent movie.

In 1980, when the picture was aired on NBC during February "sweeps," the low budget theatrical film won its timeslot by posting a higher Nielsen rating than its closest competitor, the 1980 Olympic Games hockey finals between U.S. and Russian teams. As a result, surprised and delighted network programming executives at NBC and Universal Studios promptly signed Barbara to do a TV series based on "Harper Valley." The TV show went on the air and became the highest rated new series of the 1980-81 season. However, disagreement between the studio's producer and network management over the direction of the show's highly rated second season brought it to a premature conclusion at the end of that year.

"Harper Valley" marked the beginning of a hugely successful 15-year association for Barbara's BarGene independent company with NBC, which included the two-hour MOW "A Brand New Life," created by "X-Files" writer-producer Chris Carter. The alliance also gave birth to "Visions of Murder" and "Visions of Murder II" TV movies, which were featured on the Peacock web's Friday night *Mystery Wheel*.

Her other NBC films included "Hell Hath No Fury," "Opposites Attract," "Your Mother Wears Combat Boots," "The Secret Life of Kathy McCormick," "The Stepford Children," "Howling in the Woods," "How to Break Up a Happy Divorce," and the "Jeannie" TV movies "I Still Dream of Jeannie" and "I Dream of Jeannie 15 Years Later." The latter production ranked as the highest rated TV movie of the 1985-86 season. Barbara also starred in the TV movies "Girls in the Office" for ABC; and two TV movies for CBS: "Dead Man's Island," with William Shatner; and "Her Wicked Ways," with Heather Locklear, which was the highest rated made-for-TV movie of the 1990-91 season.

Barbara has been a musical guest star on more than 50 variety TV shows including 21 Bob Hope television specials. During the 1987 Yuletide season, she traveled with Hope to the Persian Gulf to perform for our combat troops and then continued on with Rapid Robert in a whirlwind eight-day around-the-world USO tour entertaining servicemen during the holidays.

For her many television accomplishments, Barbara was given her own star on the Hollywood Walk of Fame located at 7003 Hollywood Boulevard. The *star's* unveiling before Hollywood's TV news cameras was even more special for Barbara because her mentors Bob Hope and "I Dream of Jeannie" creator Sidney Sheldon were on hand to honor her along with honorary mayor of Hollywood Johnny Grant.

In the spring of 1990, Barbara was also honored with an honorary doctor of law degree from the University of West Los Angeles School of Law.

From high school days in San Francisco, Barbara Eden had a goal: to succeed in show business. She worked toward that goal in every way she could. Fortunate that her family recognized her talent early and encouraged her, she was able to study drama and technique while going to high school. She also studied music at the San Francisco Conservatory, sang with bands in the Bay Area on weekends and was part of a pantomime act with vaudevillian comedian Charlie Hoffman. The act was billed Hoffman & Huffman, the latter moniker being Barbara's family name. Performing not only helped pay her way at City College in San Francisco, but the experience gave her the poise that helped her win a scholarship in a theater group. A year later, Barbara felt she was ready for Hollywood. But was

Hollywood ready for her? Landing an interview at Warner Bros. soon after her arrival in Tinsel Town, she presented herself with confidence and high hopes to the studio's head of talent. The executive took one look at her fresh young face and said, "You're a nice

kid from a nice family. Go Home!" But Barbara, determined to succeed, wouldn't go home. She got a temporary job working in a bank at night and moved into the famed Hollywood Studio Club for Women where she met other aspiring actresses who shared the same dream of some day achieving movie stardom.

"Discovery" finally happened for Barbara when a producer from 20th Century-Fox spotted her appearing on stage in "The Voice of the Turtle" at the nearby Laguna Playhouse in the beach city of Laguna, CA. He signed her to a Fox contract and cast her in the TV series "How To Marry A Millionaire," which ran for two seasons and led to her many starring roles in Fox feature films.

From 2000 until 2004, she starred in the national touring production of the play, "The Odd Couple...The Female Version", playing the role of the neat Florence Unger. In March 2006, Barbara and her former "I Dream of Jeannie" co-star, Larry Hagman, reunited onstage for the play, "Love Letters", at the College of Staten Island and at the United States Military Academy in West Point. It was the first time the two had acted together since appearing on the TV Series, "Dallas", in 1990.

Most recently, Barbara had a guest starring role on the Lifetime series, "Army Wives", and in December 2008 she began filming the movie "Always and Forever" for the Hallmark Channel.

Barbara works actively on behalf of numerous national and local charities including such organizations as the American Cancer Society, the Wellness Community, the Make-A-Wish Foundation, The March of Dimes, the American Heart Association, Save the Children and Childhelp USA. To this work she brings the same energy, commitment and enthusiasm that she is famous for in her professional life.

Born in Tucson, AZ, and raised in San Francisco, Barbara was formerly married to actor Michael Ansara with whom she had one son, Matthew Ansara. She

and the actor met during the filming of her “How To Marry a Millionaire” series, while both were contract players at 20th Century Fox.

Barbara has spent most of her life in California and currently resides with her architect/real estate developer husband Jon Eicholtz and their beloved dog, Djinn-Djinn, an adorable chocolate brown pure bred Labradoodle, in the Benedict Canyon area of Beverly Hills.