

ABOUT DISNEY PUBLISHING WORLDWIDE

ABOUT: Disney Publishing Worldwide (DPW) is the world's largest publisher of children's books and magazines. DPW's legacy began with the introduction of the first Disney comic strip in 1930. Walt Disney felt print would enhance the Disney movie experience, while also allowing the introduction of characters to those who had yet to see certain films. Today, DPW is a vibrant, profitable, global business that develops original, award-winning content (both Disney and non-Disney branded). In addition, it maintains licensing relationships with top publishing companies worldwide and has become a leader in English language learning content which enables children to learn through serial reference books and multimedia materials.

LEADERSHIP:

- Andy Mooney, chairman, Disney Consumer Products Worldwide
- Russell Hampton, Jr., president, DPW
- Raj Murari, senior vice president, strategy, finance, IT
- Jeanne Mosure, senior vice president, group publisher, Global Book Group
- Andrew Sugerman, senior vice president, general manager, Disney English
- Robert W. Hernandez, senior vice president & general manager, Global Magazines

HEADQUARTERS: White Plains, New York, with creative centers in Glendale, California; and Milan, Italy.

HIGHLIGHTS:

- The largest publisher of children's books and magazines in the world
- More than 300 million children's books sold
- The largest publisher of children's comics (excluding manga)
- Publishes close to 400 children's magazine titles, with 221 million copies sold
- Product printed in more than 85 languages across 75 countries¹
- Through books and magazines, DPW reaches an average of 100 million readers monthly

PRODUCT CATEGORIES:

DPW's four areas of revenue are Global Magazines, Global Books, U.S. Magazines and Disney English. Creative centers are located in White Plains, NY; Glendale, CA; and Milan, Italy.

Global Children's Magazines:

- Disney represents approximately 45 percent of all children's magazines sold in the world¹
- Disney's standard character weeklies featuring both Mickey and Donald are by far the most popular children's magazine franchise in the world.
- *Mickey Mouse* magazine is published in 22 countries, ranging from Brazil to Bulgaria. The fastest growing title is the biweekly in China. Currently, there are 38 standard character weekly formats worldwide.

- In the Scandinavian countries, Donald Duck is a star; four out of five Finnish children read *Aku Ankka Magazine*.
- 53 regular titles are published in Italy, including the weekly *Topolino*, one of the top five publications in the country
- *W.I.T.C.H.*, DPW's original concept, was created and launched in April 2001 as a comic magazine in Italy and is now available in more than 50 countries with 15.6 total copies sold in FY08. *W.I.T.C.H* currently encompasses magazines, video and mobile games and a web site.
- *Disney Princess Magazine* is available in 40 editions in 75 countries, with approximately 17 million *Princess* magazines sold in FY08.
- *Winnie the Pooh Magazine* is available in 35 editions, with approximately 13.5 million copies sold in FY08.
- Under Disney Fairies brand, the new Tinkerbell magazine has been recently re-launched leveraging on the new 3D movie content. The magazine is present in 28 countries worldwide.
- *The World of Cars Magazine* launched in 2008 in 35 countries.
- Playhouse Disney Magazine, launched in 2008, is present in 26 countries, engaging the pre-school-age children in a very interactive and playful learning manner.
- *In the tween segment, three magazines have been launched in FY08:*
 - *High School Musical the Official Magazine* launched in FY08 in 35 countries reaching approximately 15 million tweens
 - *The Hannah Montana Magazine* will be launched approximately in 30 countries by FY09
 - *Camp Rock Mini-series* will be launched in 24 countries by FY09
- The next goal for DPW Global Magazines will be to bring the comics into the digital space, creating new revenue streams in the long term.

Global Books

DPW produces books for children globally through Disney Book Group and its vertically integrated publishing imprints in the U.S. — Disney Editions, Disney - Hyperion, Disney-Jump at the Sun, and Disney Press, as well as in Italy through Disney Libri. Disney Global Book Group also publishes books through licensing relationships with major publishing companies around the globe.

Disney Book Group

- Includes a diverse stable of award winning and best selling authors and illustrators including Eoin Colfer, Rick Riordan, Kadir Nelson, Sara Pennypacker, Caroline Kennedy and the Jonas Brothers. Disney Book Group also enjoys a reputation for finding new talent, including best selling authors Jonathan Stroud and Mo Willems and award winning author Sharon Flake.

Disney-Hyperion

- Disney - Hyperion Books houses a diverse list of original literary and commercial books, fiction and nonfiction, from preschool through young adult, by the best authors and illustrators in the field

Disney-Jump at the Sun

- Disney - Jump at the Sun Books celebrates the rich diversity of African American culture and history through high-quality books for children and teens of all backgrounds and cultures

Disney Press

- Disney Press publishes a broad list of titles for children – from infants to tweens – that celebrate and expand the worlds of favorite Disney characters, films, and television programs. Under Disney Press, best selling titles from key Disney franchises such as Disney Fairies, Disney-Pixar Cars, High School Musical, and Playhouse Disney are brought to life.

Disney Editions

- Disney Editions publishes a diverse list of high quality books for adults and families – from best selling travel guides and biographies to stunning art books and unique gift books – that both document the history and capture the magic of all things Disney. Recent highlights include *Birnbaum's Walt Disney World* guides, *How Does the Show Go On? An Introduction to the Theater*, and The Starcatchers books, a series of prequels to Peter Pan by Dave Barry & Ridley Pearson.

Disney Libri

- Ranked the second largest children's book publisher in Italy, Disney Libri publishes award-winning fiction for children of all ages. This includes books in the popular Disney Avventura series and non-Disney titles under the Buena Vista imprint.

U.S. Consumer Magazines

- ***FamilyFun***, the nation's largest family magazine targeting parents with children 3-12 years old. Circulation is 2.1 million with an audience of 5.5 million. Selected by the Parents' Choice Foundation as a 2008 Parents' Choice Recommended magazine for excellence. Published 10x/year.
- ***Disney en Familia*** launched in 2008. This Spanish-language magazine is sent to more than 350,000 of Disney's most loyal U.S. Latino customers. It offers parenting strategies and ideas for family activities to parents with children 12 and under. Disney en Familia's frequency will be 4 times in 2009.

Disney English

In 2008, by combining the best assets of the Company, Disney Publishing Worldwide launched the first Disney English learning center in Shanghai, China, setting a new benchmark in the way children learn English.

- At Disney English, kids aged two to ten are immersed in the joy of English through a world-class curriculum, timeless stories and inspired songs. Inside our themed environments, engaging and interactive content is blended with innovative technology, such as interactive whiteboards which create a unique education product that transports kids into the stories of their learning.
- Working with an independent advisory board, comprised of a team of world-class experts in English language learning and childhood development, the Disney English program has been tailor-made for China.

- The advisory board includes such experts as Dr. Jun Liu, the former President of TESOL and current Head of the English Department at the University of Arizona and Dr. Renee Cherow-O'leary, Professor, English Education, Teachers College, Columbia University, ensuring that the programs utilize the best training methods.
- In addition, Disney English foreign trainers are all TEFL-C (Teaching English as a Foreign Language to Children) qualified and native English speakers from North America, providing a consistent voice in our classrooms.
- With further schools set to open, Disney English is returning the joy of learning to children's English learning.

KEY LICENSEES:

- Random House
- Panini
- Kodansha
- Pearson
- Egmont

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