NEWLY DESIGNED DISNEY STORE HIGHLIGHTS

Disney Store and DisneyStore.com are The Walt Disney Company’s premier retail destination. With more than 300 Disney Store locations worldwide, complemented by DisneyStore.com, an enchanting Disney shopping experience is available 24 hours a day.

The Disney Store retail chain, which debuted in 1987, is owned and operated by Disney in North America, Europe, and Japan. Disney Store is an affiliate of Disney Consumer Products, the business segment that extends the Disney brand to merchandise. Disney Store carries high-quality products, including exclusive product lines that support and promote Disney’s key entertainment initiatives and characters. Disney Store opened its first store in Glendale, California and, in doing so, originated the themed retail business model.

There are currently more than 200 Disney Store locations in North America; more than 40 Disney Store locations in Japan; and more than 100 Disney Store locations in the United Kingdom, France, Spain, Italy and Portugal, in addition to an online store, disneystore.co.uk. Each Disney Store location offers a magical shopping experience that can only be delivered by Disney.

In 2010, Disney Store unveiled an innovative, highly interactive new store design set to deliver the best 30 minutes of a child’s day. Following are more details on this new design concept and details on the new Times Square, New York City store opening in November, making it the largest Disney Store in the U.S.

Newly Designed Disney Store
On June 29, 2010 Disney Store unveiled the first newly designed store in Montebello, CA at The Shops at Montebello, followed by the first European store opening in Madrid, Spain at La Vaguada in July 2010. A crowning achievement of The Walt Disney Company, the high-tech makeover of Disney Store solidified the retailer’s global leadership in children's retail and activated the future transformation of its more than 300 locations worldwide over the next five to seven years. The Montebello opening was the first of 18 newly designed Disney Store locations opening across major markets in North America and Europe in 2010. The innovative new design features many interactive experiences, and is the result of a two-year collaboration between Disney leadership and Disney Store’s North American and European design teams. Disney Store will celebrate the culmination of a magical year with the opening of its Times Square location in fall 2010.

“Unlock the Magic” at Disney Store
A unique opening ceremony will take place every single day at every new Disney Store. One lucky child will be chosen each day to take part in the opening ceremony and officially “Unlock The Magic” at Disney Store with an oversized lock and key. The child also receives their very own replica key to take home as a keepsake to remind them of that special day. The “unlocking the magic” opening ceremony is a Disney Store ritual which creates magic every morning.

Pixie Dust Trail
As you enter the newly designed Disney Store, the story begins with one of Disney Store’s signature attractions, the Pixie Dust Trail. The glittering blue path is exciting, enticing children with wonder as curiosity and their Magic urges them to want to follow it. The Pixie Dust Trail is purposefully colored blue to indicate that there is something magical about to happen along the path. Storytelling “neighborhoods” are on either side of the Pixie path tempting you off your journey.

Disney Princess Neighborhood and Disney Princess Castle with Magic Mirror
The Disney Princess neighborhood is home of all the Disney Princess characters, and anchored by the iconic Disney Princess Castle with Magic Mirror. Once a girl enters the castle, she encounters the magical mirror and with the wave of a wand, the princess will appear in the mirror allowing the girl to become a part of the story. The neighborhood allows girls to play out their Princess fantasies and because it’s merchandised by character, every little girl can easily find her favorite princess. All the favorite princesses—Ariel, Belle, Cinderella, Sleeping Beauty, Snow White and Tiana each tell their stories through short film clips when they are brought to life by little princesses in the store. All the princess voices were recorded exclusively for the Disney Store magic mirror, and many were recorded by the original voice talent from the film.
Boys Neighborhood—CARS Ridemakerz
“Hero Fixtures” define the identity of each Disney Store franchise neighborhood, and include an element of storytelling. In the boys’ neighborhood, the first ever Disney-Pixar CARS branded Ridemakerz custom car building experience serves as the “hero fixture” designed to look like a CARS carrying case. Boys and girls can build a custom car with their favorite CARS characters Lightning McQueen, Mater, and Sally, and be immersed in the CARS story. Children are assisted by Cast Members as they use tools to assemble their car, and use their imagination to customize it by choosing from a wide selection of rims, side pipes, hoods scoops, blown engines, spoilers and many more accessories. The CARS Ridemakerz building experiences encourages interactivity and truly shows off Disney Store’s product quality and game play.

Lucite “Magical Trees”
Disney Store’s signature “magical trees” not only give our Store a unique identity, they help create the mood of the Store and play a role in the storytelling. The magical trees will change with the four seasons, play a part in a one of our celebrations with fireworks in the trees or simply show the franchise focus. During the summer, the trees come to life with fresh green leaves to reflect the season whereas in the autumn, they will turn a rich orange and red, and the leaves will start to fall. These iconic trees give us the ability to constantly change the mood of the Disney Store, and really set us apart from other retailers. Guests will watch as some of Disney’s favorite characters make appearances in the trees – look out for Tinker Bell or Buzz Lightyear and Woody-themed trees celebrating Toy Story, and hidden Mickeys have also been subtly inserted into the animation that appears on the trees.

Custom Skyline
Each newly designed Disney Store has a custom skyline which incorporates Disney storytelling moments and iconic elements. The custom skyline lines the perimeter of the Store above the product, and adds another ambient effect to the design. The skyline’s light and color changes can be timed to coincide with the “magical trees,” the different times of day and also some of our ceremonial rituals. Disney Store’s silhouetted skyline helps give the Store depth and the illusion that you are at the center of a much bigger magical Disney world. The Skyline includes landmarks from around the world that have been featured in Disney films, such as Big Ben (Peter Pan) and the Notre Dame (Hunchback of Notre Dame) and also features some favorite, including Dumbo (Peter Pan) and iconic elements. The custom skyline lines the perimeter of the Store above the product, and adds another ambient effect to the design. The skyline’s light and color changes can be timed to coincide with the “magical trees,” the different times of day and also some of our ceremonial rituals. Disney Store’s silhouetted skyline helps give the Store depth and the illusion that you are at the center of a much bigger magical Disney world. The Skyline includes landmarks from around the world that have been featured in Disney films, such as Big Ben (Peter Pan) and the Notre Dame (Hunchback of Notre Dame) and also features some favorite, including Dumbo (Peter Pan) and iconic elements.

Disney Store Theatre
Continuing down to the end of the Pixie Dust Trail, guests will finally arrive at the ultimate payoff for their Disney Store journey, as they encounter the Disney Store Theatre. Disney Store Theatre is like a giant video library containing Disney film trailers, film clips, music videos, classic animation and more. Guests can choose from over 50 clips which can then be watched on a 12-foot long curved screen. New content will be uploaded on a regular basis to keep the experience options fresh and new every time a child enters. The Disney Store Theatre is much more than just a “community center,” and will be the place where Disney Store hosts family activities and events such as Disney character drawing workshops, storytelling experiences, trivia events, and more. New activities will continually be added to the calendar to bring families back to the store over and over again.

Make-A-Wish Foundation
With each new store opening in 2010, Disney Store will select a day to donate 10 percent of sales to the Make-A-Wish Foundation in the United States.

Disney Store 2011 North American Openings
- Perimeter Mall- Atlanta, Georgia
- Westfield Southcenter Mall- Seattle, Washington
- Bellevue Square- Bellevue, Washington
- Mall of America- Minneapolis, Minnesota
- Plaza Las Americas- San Juan, Puerto Rico
- Square One Mall- Mississauga, Ontario
- Metropolis in Vancouver, British Columbia
- Westfield- Culver City, California
- Palisades Shopping Center- West Nyack, New York
- Chandler Fashion Center- Chandler, Arizona
- Northstar Mall- San Antonio, Texas.

Disney Store 2011 European Openings
- Copenhagen, Denmark
- Dublin in the Republic of Ireland
- Antwerp, Belgium
- Oxford Street in London
- Bromley in the United Kingdom
- Nottingham in the United Kingdom
- Lyon in France
- Naples in Italy
- Cadiz in southwest Spain
- Las Arenas on Gran Canaria, Canary Islands
Disney Store 2010 North American Openings

- June 29, 2010—Montebello, CA at The Shops at Montebello
- July 29, 2010—Garden City, NY at Roosevelt Field
- August 6, 2010—Santa Monica, CA at Santa Monica Place
- September 14, 2010—San Diego, CA at Fashion Valley
- September 21, 2010—Mission Viejo, CA at The Shops at Mission Viejo
- September 28, 2010—Chicago, IL at Block 37 Shops
- September 28, 2010—Tampa, FL at International Plaza
- October 22, 2010—San Francisco, CA on Stockton Street
- October 26, 2010—Freehold, NJ at Freehold Raceway Mall
- October 26, 2010—Dallas, TX at NorthPark Center
- November 2, 2010—Cherry Hill, NJ at Cherry Hill
- November 9, 2010—New York, NY in Times Square

Disney Store 2010 European Openings

Summer 2010
- Madrid, Spain at La Vaguada Centre
- Porto, Portugal at NorteShopping
- Bergamo, Italy at Orio Centre
- Belfast, Northern Ireland at Donegal Place

Fall 2010
- Aberdeen Scotland at Bon Accord Centre
- Milton Keynes, England at Milton Keynes Shopping City

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