



The **WALT DISNEY** Company
UK & Ireland

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**DISNEY INTERACTIVE STUDIOS INTRODUCES ADVENTURES FROM THE SAVANNA OF
DISNEY'S "THE LION KING" FOR THE UPCOMING *DISNEY UNIVERSE* VIDEO GAME**

***Journey Back to Pride Rock with Environments and Character Costumes
Based on Disney's Award-Winning Film***

August 17, 2011 – Disney Interactive Studios is bringing yet another magical world to the upcoming video game, *Disney Universe*, with the introduction of an all-new environment from the beloved animated classic Disney's "The Lion King." *Disney Universe* is the first video game that brings together characters and worlds inspired by both animated and live action films from Disney's Walt Disney Animation Studios, Pixar Animation Studios, and Walt Disney Pictures. In the "The Lion King" world, players will journey to the African savanna by suiting up as iconic characters from the award-winning movie, where they'll explore Pride Rock and the Elephant Graveyard.

"The Lion King' was an animated masterpiece, and certainly one of Disney's most treasured films," said Adam Sussman, senior vice president of publishing, Disney Interactive Media Group. "Fans of all ages will surely enjoy the exploration and adventures that await them in this *Disney Universe* environment, where they'll have a chance to revisit some of their favourite scenes and suit up as characters from the movie."

Players can suit up as characters from Disney's "The Lion King," including Simba and one of Simba's best friends, Pumbaa the warthog, as they navigate their way through the Pride Lands and the Elephant Graveyard. The new level also introduces seeds and water bombs to grow plants that can be used as platforms, and players can ride duck vehicles through lava and engage in a final, stormy battle with the evil Scar at Pride Rock.

The new *Lion King* environment is the latest addition to the roster of other notable Disney properties showcased in *Disney Universe*, including Tim Burton's "Alice in Wonderland," and

Disney•Pixar's "Monsters, Inc." and "WALL•E". In addition to being included in the upcoming *Disney Universe* video game, Disney's "The Lion King" returns to the big screen on **7th October** in 3D for the first time ever, followed by the Diamond Edition release on Oct. 31st in high-definition Blu-ray™ and Blu-ray 3D™.

Disney Universe will be available on 28th October for the Xbox 360® video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system, the Wii™ system from Nintendo and Windows PC/MAC.

For more information, Please visit:

<http://www.disney.co.uk/universe/>

<http://www.facebook.com/DisneyUniverseEU>

<http://www.youtube.com/DisneyGamesUK>

More art assets for Disney Universe are available at the Renegade PR DriveHQ filestore:

<http://www.drivehq.com/folder/p8093300/041180823.aspx>

If your firewall is fussy about this method of accessing the store, please try the following FTP link: <ftp://ftp.drivehq.com/RenegadePR/RenegadeFTP>

ABOUT "THE LION KING"

An unforgettable story, breathtaking animation, beloved characters and award-winning music sets the stage for "The Lion King," a Disney classic that follows the adventures of Simba, the feisty lion cub who "just can't wait to be king." But his envious Uncle Scar has plans for his own ascent to the throne, and he forces Simba's exile from the kingdom. Alone and adrift, Simba soon joins the escapades of a hilarious meerkat named Timon and his warmhearted warthog pal, Pumbaa. Adopting their carefree lifestyle of "Hakuna Matata," Simba ignores his real responsibilities until he realizes his destiny and returns to the Pride Lands to claim his place in the Circle of Life. The all-star vocal talents—including Matthew Broderick, Nathan Lane, Whoopi Goldberg, James Earl Jones, Jeremy Irons, Ernie Sabella, Jonathan Taylor Thomas, Robert Guillaume, Cheech Marin and Moira Kelly—rip-roaring comedy and uplifting messages of courage, loyalty and hope make this a timeless tale for all ages. Produced by Don Hahn and directed by Roger Allers and Rob Minkoff from a script by Irene Mecchi, Jonathan Roberts and Linda Woolverton, "The Lion King" is rated G by the MPAA.

Nearly a decade since “The Lion King” last appeared on the big screen, the upcoming theatrical release invites new generations into the Circle of Life. The two-week, 3D presentation is a planned wide domestic release—the biggest since the film’s 1994 debut—and the film’s first-ever 3D release.

The Blu-ray debut marks the first time “The Lion King” has been available in any form since 2004. Featuring pristine high-definition picture and sound, the Blu-ray creates an incredible at-home experience with a host of picture and sound enhancements, interactive features and bonus content, including a new set of hilarious animated bloopers.

ABOUT THE WALT DISNEY COMPANY

The Walt Disney Company (TWDC), together with its subsidiaries and affiliates, is a leading diversified international family entertainment and media enterprise with five business segments: studio entertainment, media networks, consumer products, interactive media group, and parks and resorts.

TWDC has had a strong presence in the UK for more than 75 years and currently employs over 3,500 people. TWDC UK is a major film distributor with recent successes including “Toy Story 3” and “Alice in Wonderland”. Both films set records across the region contributing to a global box office for each film in excess of \$1 billion. Disney also works with local broadcast partners to bring compelling and creative branded and non-branded content to viewers via a variety of platforms, including the hit series “Desperate Housewives” and “Grey’s Anatomy.” Disney Channel launched in the UK in 1995 and is the number one channel with girls (6-14) amongst children’s pay-TV channels. The Disney Channel multiplex in the UK also includes Disney XD, Playhouse Disney and Disney Cinemagic. ESPN has made significant inroads into the UK market after establishing the “ESPN” channel in the UK, offering a wide range of sports, including the Barclays Premier League, Scottish Premier League, and the newly added Aviva Premiership Rugby matches. In 2008, TWDC announced its partnership with Great Ormond Street Hospital Children’s Charity focused on raising £10 million towards the hospital’s redevelopment appeal. The Disney Appeal works across all of the Disney businesses to raise funds and provide unique and memorable experiences for patients and their families.

Release dates, product names, and/or visuals shown are of product currently in development and may be subject to change.

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