



COMPANY PROFILE

Disney Interactive is a mass-market global leader in developing, publishing and distributing multimedia, interactive-entertainment software in the children's, families and sports categories. Products are based on the branded content of The Walt Disney Company, including Walt Disney Pictures, Buena Vista Home Entertainment, ABC, ESPN, Walt Disney Attractions and more, and encompass Disney's broad range of creativity and strength in feature animation, live-action film, television, sports and theme parks.

The company also creates products based on its own original creative content, which serves not only as the basis for new and innovative interactive entertainment, but also as the basis for entertainment products that may be produced by other areas of The Walt Disney Company.

Leveraging the tremendous advances and proliferation of new technologies, Disney Interactive strives to deliver an integrated gaming experience, the key to which is *connectivity*. Whether on PC, console, cell phone, PDA or any other device, Disney Interactive is dedicated to delivering consumers the best possible interactive entertainment experience.

Products are tailored for seven key segments of the marketplace: *Learning*, *Imagination* (formerly Creativity), *Action Games*, *Junior Games*, *Girl Games*, *Family Entertainment* and *Sports*. Using both internal and external studios, the company creates entertaining, technology-rich interactive content, and delivers it to consumers on all viable platforms and through all available channels. Products continue to call out Disney's rich heritage in animation, design, storytelling and character development, as they integrate state-of-the-art technology with the magic of Disney. For consumers, the result is an interactive experience that entertains, challenges, enlightens and inspires.

Product Focus

Disney Interactive leverages the power of the Disney brand, and its breadth of properties and businesses, to build and foster consumer awareness for interactive entertainment in:

Learning ~ Disney *Learning* products – both curriculum-based and edutainment – incorporate the Active Learning teaching philosophy, which emphasizes creativity, discovery, exploration and achievement. This “experiential” or life-based methodology promotes the ability to think critically, solve problems and leads to enhanced self-confidence in children. With unique functionality that adjusts products to children's individual skill levels, Disney *Learning* titles are designed to inspire children and parents, and foster the ongoing pursuit of education and lifelong love of learning.

Imagination ~ Disney *Imagination* products let users express themselves through interactive design, painting, drawing, sculpting, building, animation, music, dance and more, tapping into the three most universal, human creativity needs: *exploration*, *artistic expression*, and what Disney Interactive calls “*build and do*.”

Action Games ~ In creating its lines of *Action Games*, Disney works with the industry’s top developers in all core gaming genres across all platforms. Products fuse immersive, deep gameplay with advanced technologies, and high-end features and graphics. Disney *Action Games* encompass Disney-branded products for kids and families – all the “coolness” of hard-core games, but with the “E” ratings parents are comfortable with – and non-Disney branded products that deliver challenging gameplay for experienced gamers who want edgy themes and highly developed stories. Marrying specific content and gameplay to the right audience, Disney *Action Games* combine the best features of the core gaming world with strong characters and properties that drive stories and move them forward.

Junior Games ~ Disney *Junior Games* are action-, adventure- and entertainment-property driven, addressing both “little” gamers and “aspirational” gamers. Products for kids age three to six are designed to immerse young gamers in the fantasy worlds of their favorite animated movie and TV characters. Titles for aspirational gamers age six to eight, let kids experience the same games as their older siblings, but at appropriate difficulty levels. All Disney *Junior Games* bring Disney entertainment properties to life through fun, story- and adventure-driven gameplay, lots of character interaction and dynamic worlds.

Girls Games ~ Disney *Girl Games* deliver rich interactive experiences that address girls’ natural play patterns. Elements include interaction and communication with friends, and creative interests like music, dance, collection, discovery and art.

Family Entertainment ~ Leveraging the power of The Walt Disney Company and its vast range of popular entertainment brands and properties, Disney *Family Entertainment* products deliver a fun, accessible and engaging gaming experience for kids, “tweens,” teens and adults. Games tap into popular culture and/or mass-market phenomena to capture and build on audiences’ fascination with hot properties and relevant entertainment programming. In addition, Disney Interactive creates original content to develop *Family Entertainment* products and properties that drive other media opportunities.

Sports ~ Disney *Sports* products have mass-market entertainment appeal, while satisfying sports-gamers' demands for intense, advanced gameplay and high-end graphics. Disney Interactive plays in the categories of Extreme Sports, Junior Sports and Core Sports. *ESPN the games*, for example, embody the look, feel and personality of the worldwide leader in sports, incorporating ESPN production values, statistics and information and talent. *X Games* deliver the extreme sports culture and lifestyle in an immersive, interactive experience. All Disney Sports products are developed for a wide range of sports and gaming fans, and can be played on all gaming platforms.

Disney Interactive Overview

Disney Interactive products leverage the power and breadth of the Disney brand and offer superior quality in every aspect of development, distribution, marketing and customer support. In its key market segments the company has produced hundreds of titles, incorporating some of the world's most respected brands, acclaimed properties and beloved characters, and distributed them to 60 countries around the world.

Mickey Mouse, *Winnie the Pooh*, *Donald Duck*, as well as characters from *Beauty and the Beast*, *The Lion King* and *Toy Story* have been cherished companions to children and families for years and generations, and are associated by parents with family-friendly entertainment. Disney Interactive consistently has broken industry sales records and received more than 100 industry awards,

Market share in categories such as Learning, Imagination, Action Games, Junior Games and Family Entertainment continues to increase on the strength of such hit titles as *Winnie the Pooh* and *Mickey Mouse Learning Series*; *Disney's Magic Artist* franchise, *Disney/Pixar's Toy Story* and *Toy Story 2* titles, and the highly successful *Who Wants To Be A Millionaire* games.

Disney Interactive also continues to score major hits in the video game console market, with mega-titles such as *A Bug's Life* for PlayStation Game Console and Game Boy Color; *Tarzan* for PlayStation and Game Boy Color; and *Toy Story 2: Buzz Lightyear to the Rescue* for PlayStation, Nintendo 64 and Game Boy Color.

In 2000 the company continued to grow its market share in the *Family Entertainment* category with *Who Wants To Be A Millionaire CD-ROM 2nd Edition* and *Who Wants To Be A Millionaire: Sports Edition CD-ROM*. To date, more than three million copies of the *Who Wants To Be A Millionaire* PC CD-ROM franchise have sold since the first CD-ROM's launch in 1999.

Each new title produced by Disney Interactive – whether PC, console or an emerging platform – is built on a rich and long-standing tradition of strong characters and storytelling, joined with technology and creativity. This is why so many of the company's products have become best sellers in their categories, and why Disney Interactive is considered a "hit-maker."

Marketing Strength

Strengthening its position as a worldwide publisher, Disney Interactive has offices in Europe, Latin America and Asia to grow and support the company's business in these regions, enhance marketing and customer support, and oversee country-by-country localization. By leveraging synergistic opportunities associated with The Walt Disney Company's animation, film, television, home entertainment, consumer products and theme parks businesses all over the world, Disney Interactive maintains strong, global brand awareness for its products.

Alliances

Producing complete portfolios of product across multiple platforms and channels, Disney Interactive has established alliances with interactive-gaming industry leaders such as Sony Computer Entertainment, Nintendo, Square, Activision, Konami and Ubi Soft.

The company also works with synergistic marketing and promotional partners for each title, working repeatedly with top brands such as McDonald's, Kellogg's, General Mills, Nestle and Tropicana to develop strategic initiatives and create compelling, product-specific campaigns.

For more information on Disney Interactive's products, visit www.disneyinteractive.com.

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