



Buena Vista Games, Inc. (BVG), the interactive entertainment arm of The Walt Disney Company (NYSE: DIS), is a global business unit that self-publishes and licenses a broad portfolio of video games for multiple platforms in all major markets worldwide. Video games from BVG are inspired by the breadth of intellectual properties throughout The Walt Disney Company and its subsidiaries. In addition, BVG creates original intellectual properties that have the potential to expand beyond the video game market into other business areas of The Walt Disney Company.

For more than a decade, BVG has enjoyed global success on a variety of video game platforms, including the personal computer, handheld video game platforms and video game consoles. BVG has created best-selling video game products that have sold millions of units worldwide and continue to be successful franchises in the global marketplace. Developing and publishing a broad portfolio of video games that reach a variety of consumers continues to be a focus for the company.

The company's global strategy is to expand its business by tapping into the diverse assets of The Walt Disney Company and its subsidiaries, as well as to develop new content with original video game intellectual property. BVG continues to create video games based on content from the company's wealth of popular Disney-branded books, television shows, movies and special initiatives, including ABC television, Disney Channel, Walt Disney Pictures feature films, Disney/Pixar films, Mickey Mouse and the Disney Princess franchises. In addition to its robust portfolio of self-published titles, the company selectively licenses Disney intellectual property to other video game publishers such as Square-Enix for KINGDOM HEARTS, and THQ for Disney/Pixar films.

BVG has assembled "centers of creative excellence" in all major territories worldwide, to attract high-quality entertainment content and top game design and development talent. BVG's internal game development studios include Avalanche Software, based in Salt Lake City, and Propaganda Games, based in Vancouver, British Columbia, Canada.

With more than 400 employees based in key markets around the world, BVG self-publishes videogames in North America, the United Kingdom, France, and Germany. In addition, more than 30 countries are supported by distribution partnerships in key markets, including but not limited to Japan, Asia, Latin America and other European countries. For more information, please log on to www.bvg.com

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