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**BUENA VISTA GAMES ANNOUNCES 'DESPERATE HOUSEWIVES' PC GAME
BASED ON ABC/TOUCHSTONE TELEVISION'S TOP-RATED, GOLDEN GLOBE®
AWARD-WINNING SERIES**

Brenda Strong to Lend Voice as Game's Narrator Mary Alice Young

BURBANK, Calif. — (March 24, 2006) — Buena Vista Games, Inc. (BVG), the interactive entertainment arm of The Walt Disney Company (NYSE: DIS), today announced it will publish *Desperate Housewives*, a lifestyle simulation PC game based on the top-rated, Golden Globe-winning ABC-TV series, produced by Touchstone Television. In the *Desperate Housewives* game, players take on the role of a new housewife who moves into Wisteria Lane and unlocks the delicious scandals hidden in the seemingly "perfect" neighborhood.

"Buena Vista Games is proud to partner with ABC Entertainment and Touchstone Television to bring the popular 'Desperate Housewives' franchise to fans and gamers," said Graham Hopper, senior vice president and general manager, Buena Vista Games. "This game allows players to move to Wisteria Lane and live all the gossip, drama and intrigue of a true desperate housewife."

"'Desperate Housewives' continues to be one of the most popular shows on primetime television and a pop culture phenomenon," said Bruce Gersh, senior vice president of business development, ABC Entertainment and Touchstone Television. "We are continually looking to build upon this successful franchise and believe that extending this program into the world of PC gaming will result in a fun new way for fans to connect more deeply with the series and its captivating collection of characters."

"It's a great opportunity to allow our viewers the chance to be a part of the world of 'Desperate Housewives,'" said creator and executive producer Marc Cherry.

Brenda Strong will reprise her familiar role from the "Desperate Housewives" series as the voice of deceased housewife Mary Alice Young, who serves as the show's omniscient narrator in each episode.

Developed by Liquid Entertainment, creators of the critically acclaimed PC game *Dragonshard*, *Desperate Housewives* is scheduled to hit retail shelves this fall.

The PC game is the latest extension of the successful global *Desperate Housewives* franchise, joining a recently announced fragrance launching this fall, a best-selling Season 1 DVD, a board game, a high end line of apparel, a *Desperate Housewives* online store, mobile ringtones, graphics, personalized application, and an upcoming cookbook.

About the series

"*Desperate Housewives*" stars Teri Hatcher as Susan Mayer, Felicity Huffman as Lynette Scavo, Marcia Cross as Bree Van De Kamp, Eva Longoria as Gabrielle Solis, Nicollette Sheridan as Edie Britt, Alfre Woodard as Betty Applewhite, Brenda Strong as Mary Alice Young, James Denton as Mike Delfino, Doug Savant as Tom Scavo, Ricardo Antonio Chavira as Carlos

Solis, Mark Moses as Paul Young, Richard Burgi as Karl Mayer, Cody Kasch as Zach Young, Andrea Bowen as Julie Mayer, Shawn Pyfrom as Andrew Van De Kamp, Joy Lauren as Danielle Van De Kamp and Mehcad Brooks as Matthew Applewhite and Nashawn Kearsse as Caleb Applewhite.

Marc Cherry is executive producer and creator and Tom Spezialy is executive producer of the series, which is from Touchstone Television.

About Buena Vista Games

Buena Vista Games, Inc. (BVG) is the interactive entertainment arm of The Walt Disney Company. BVG publishes, markets and distributes a broad portfolio of multi-platform video games and interactive entertainment worldwide. The company also licenses properties and works directly with third-party interactive game publishers to bring products for all ages to market. For more information, please log on to www.buenavistagames.com.

About Liquid Entertainment

Liquid Entertainment is a leading independent developer of entertainment software best known for its critically acclaimed strategy game *Battle Realms* and *Lord of The Rings: War of The Ring*. Liquid's passion is crafting the most entertaining and compelling games. To find out more about Liquid Entertainment and their games, please go to <http://www.liquid.to>.

About Touchstone Television

Touchstone Television has established itself as one of Hollywood's leading production companies, supplying critically acclaimed, quality entertainment to the broadcast and cable television industry. For the 2005-06 TV season, Touchstone Television received 18 pick-ups for new and returning scripted series on broadcast television including the critically and consumer praised phenomenon's "Lost," "Desperate Housewives" and "Grey's Anatomy." www.touchstonetvpress.com.

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