Our Reach

The Walt Disney Company comprises five business segments that complement one another to generate a vast array of products and experiences for our Guests and consumers around the world to enjoy. We know we make a big impression on them. How big? Consider the following.

In 2007, we estimate that consumers spent over 33 billion hours watching ABC, Disney Channel or the four largest ESPN networks in the U.S. Consumers also spent significant time at our parks, logging approximately 800 million hours worldwide. Another 5 billion hours were spent listening to our radio networks, watching our movies, playing our video games, logging onto our Web sites, attending our live shows, going on our cruises or reading our books.

All of this adds up to people being immersed in Disney products for approximately 39 billion hours a year! This is a source of tremendous pride for the Company. We believe this also gives us billions of chances to show our commitment to responsibility in action while delivering the expected Disney magic and fun.

Across our diverse parks, films, networks and other entertainment experiences, we strive to create content and products responsibly and in line with high ethical standards. From unparalleled theme parks where safety is the highest priority, to consumer products that families can feel comfortable bringing into their homes, to content that lives up to the high expectations consumers have of the Disney brand, we take this responsibility seriously and do so with the greatest pride.

DEVELOPING OUR APPROACH

Disney is involved in multiple businesses. They include making movies, designing rides and attractions, licensing our intellectual property in connection with a broad range of consumer products, publishing books and magazines, producing TV shows and sporting events, airing radio programs, operating websites and retail stores and offering healthier food options for children.

Given the scope of our enterprise, Disney takes a decentralized approach to management. That means we have empowered our different business units to determine how to best create and market their products and experiences. Business unit leaders share a strong commitment to quality and to making sure they act responsibly in their approach to developing, producing, marketing and distributing their products and entertainment.
With this report, we are providing a systematic overview of what we’ve achieved and what we intend to achieve, with an emphasis on measurement and communication. In doing so, we hope to illustrate how we incorporate our commitment to corporate responsibility into everything we do.

Each of our business segments faces a mosaic of unique issues and impacts. Through the content standards and aspirations of our studios and networks, the safety requirements and labor standards of our consumer products licensing business, and the particular community impacts of our parks and resorts operations, our company’s imprint is far-reaching and is guided by a strong moral compass. What follows is a discussion of some key responsibility areas for our businesses.

**CONTENT**

Disney’s motion picture and television businesses face many responsibility-related issues unique to the media industry. Often invisible to consumers and usually taken for granted, business practices relating to content standards, journalistic integrity, smoking in films, diversity in content and the localization of media production are given high priority at Disney.

**Content Standards**

Since its inception, the ABC Network has maintained standards of appropriateness and acceptability for all programs and advertising content that it broadcasts.

As a company we have a commitment to our brand and consumers, our products and our audiences. At ABC, this commitment takes the form of presenting compelling television for wide mass market consumption supported by responsible advertising, promotion and public service announcements.

ABC Network maintains a dedicated staff of standards professionals, led by a Senior Vice President who is independent of network management and reports directly to the Deputy General Counsel, Media Networks. This group reviews all entertainment programming for appropriateness and taste, in addition to reviewing all commercial, promotional and public service messages aired on the network. With backgrounds in areas as diverse as law, psychology, medicine and education, ABC standards professionals have the broad expertise required to evaluate the appropriateness of content for broadcast. Standards are reviewed and revised annually, based on ongoing assessment of societal norms, artistic integrity and adherence to company policy mandates. Standards professionals are involved from idea inception to final product with all network departments, including entertainment and sales, to ensure that each area effectively implements applicable standards in the production of material. The standards staff also maintains ongoing relationships with external creative and professional communities and advocacy groups and keeps abreast of legal and regulatory requirements for programming and advertising compliance.

For a discussion of standards and practices at Disney Channel please see the Children & Family section.

**Journalistic Integrity**

It is the mission of ABC News to bring the truth to the American public on matters of interest and importance to them. Audience credibility is essential to this mission, and we therefore, strive to achieve high journalistic standards in everything we do. Journalistic accuracy and integrity are fundamental to ABC News wherever we serve our audience, whether it is on broadcast television or in digital and online media, radio or on-demand services.
that a diversity of opinions and ideas enhances our internal creativity and the company’s vitality.

We approach diversity in the workplace through a multifaceted strategy. You can learn more about our diversity efforts in the Workplaces, Children’s Content, and Supplier Diversity sections. Here we will focus on diversity in our network and studio productions and our publishing business.

Studios

The Walt Disney Studios’ approach to diversifying content includes selecting relevant content, incorporating diversity considerations when casting, expanding partnerships, targeting messages to reach a broader audience and expanding our consumer knowledge through ongoing research and trend tracking. While we have made progress in developing diverse content, as the examples below illustrate, we believe that there is much more we can and will accomplish.

Recent movies released by our studios that have appealed to diverse audiences, and which incorporated Hispanic and African-American talent, include Step Up 2 The Streets, Beverly Hills Chihuahua, College Road Trip, High School Musical 3: Senior Year and Miracle at St. Anna.

We will continue developing characters for everybody to enjoy. Characters of varied cultures and backgrounds such as Mulan, Pocahontas, Jasmine and Aladdin are embraced by consumers everywhere and have proven their broad appeal. To continue that legacy we will soon introduce with great pride a new animated film with special appeal to diverse audiences.

Walt Disney Animation Studios is set to release the musical The Princess and the Frog, an animated comedy set in the great city of New Orleans that provides a modern twist on a classic tale. The movie features our latest princess, Tiana (voiced by Anika Noni Rose), an intelligent and beautiful African-American girl who dreams of starting her own business. From the heart of Louisiana’s mystical bayous and the banks of the mighty Mississippi, this fun-filled adventure is due out in theaters in late 2009.

Led by the Senior Vice President of Editorial Quality, a team of news practices directors enforces policy guidelines that have been established for our news personnel to assist them in upholding the high standards that ABC News demands and our audience expects. Each member of the news practices staff is responsible for safeguarding the reputation and integrity of specific areas of the news division, including hard news, morning news, news magazines and our digital and online news platforms.

ESPN employs an ombudsman as the public’s representative, offering independent examination and analysis of ESPN’s media outlets. This role critiques decision-making, coverage and presentation of news, issues and events on ESPN television and other media. The ombudsman has a two-year tenure.

Read more about the current ombudsman role at ESPN.

Diversity in Content

The Walt Disney Company is committed to appealing to broad audiences and reflecting the diversity and multiculturalism of our audience and the world. At the core, we believe that diversity of content is not just an issue for corporate responsibility, it is integral for the growth and viability of the company. By casting a wide net, we are able to engage and remain relevant to a broader community of viewers. Additionally, we believe ABC shows, like Ugly Betty, reflect the diverse world in which we live.
Networks

In our television group, diversity is approached in three principal ways: integrated and targeted content, talent development and marketing to reach a broader audience. We put special emphasis on talent development with the belief that multicultural writers, directors and actors will organically reflect diversity in the content that is developed. To date, we have introduced talent programs such as ABC/Disney writing fellowships, Directors Breakage and ABC Studio Production Assistants to help identify and cultivate talent in a more diverse workforce. For more information on our approach to fostering a diverse workforce, please see the Workplace section.

Today, ABC is a leading network representing diversity as recognized by the industry. In 2008, ABC picked up six ALMA awards for the promotion of fair, accurate and balanced portrayals of Latinos in the entertainment industry. Additionally, we received the highest score from the National Hispanic Media Coalition on its “report card.” Finally, shows on our networks won several awards from the Gay & Lesbian Alliance Against Defamation (GLAAD) and the National Association for the Advancement of Colored People (NAACP) in 2008.

In addition to many outreach efforts and financial support to serve multicultural organizations, ESPN has been a leader in hiring commentators of varying ethnicities, in distributing programming that meets the different needs of its diverse fan base and in launching media outlets aimed at multicultural communities. The ESPN Deportes brand and content, which are available through TV network, radio, print and online channels, serve U.S. Hispanic fans. ESPN’s multimedia outlets not only spotlight and cover diverse athletes but also offer documentaries such as Black Magic, a widely acclaimed two-part series about African-American college basketball players breaking the color barrier and special events like the MEAC/SWAC Challenge featuring historically black college football teams.

Disney Publishing Worldwide

Disney Publishing Worldwide is committed to delivering the highest-quality content for all of its publishing programs. Disney Publishing Worldwide created the Jump at the Sun imprint in 1998 with the mission of celebrating the rich diversity of African-American culture and history through books for children and teens of all races and cultures. Since its inception, Jump at the Sun has received many industry accolades and honors, including Caldecott and Coretta Scott King Awards and NAACP Image Awards. Leading African-American authors and illustrators including Kadir Nelson, Toni Morrison, Whoopi Goldberg and Sharon G. Flake have published best-selling and award-winning books under the Jump at the Sun banner. Disney Publishing celebrates diversity in other ways as well – through the Cheetah Girls novels and other publications that bring together characters of different backgrounds and ethnicities.

The Road Ahead

As our diversity efforts progress, one area that represents great opportunity for improvement is diversity behind the camera. Shows such as Ugly Betty and Grey’s Anatomy represent good first steps, with Latino and African-American producers, directors and writers. We hope to build on this solid start and embed the multicultural point of view into the very fabric of our production process – from writing to acting to directing and producing. This objective underscores our fundamental belief that a diverse production will produce a superior product and attract a greater audience.

Localized Content

Localizing content enables Disney to do two important things: celebrate local cultures and build unique programming for our networks. Disney Studios, ABC, Disney Channel, Radio Disney, ESPN and ABC-owned television stations produce original local content in a number of major international and domestic markets, reflecting our belief that the relevance and popularity of movies and shows can only become stronger if they are rooted in local cultures.

Over the past two years, the Walt Disney Studios have produced acclaimed local-language theatrical films in such diverse markets as China, India, Argentina and Mexico. These films have the basic DNA of a Disney film, but are firmly rooted in local culture. The Secret of the Magic Gourd, a 2007 release in Mandarin Chinese, was based on a beloved Chinese short story and featured an all-local cast in the story of a young boy and the lessons he learns from a mischievous gourd. Roadside Romeo, a Hindi-language animated film produced jointly with Yash Raj Studios in Mumbai, premiered in October 2008 and became the top-grossing Disney animated movie ever in India.
Our television networks are similarly focused on localization. One example is how Disney Channel has adapted *High School Musical* in its local markets. In India, we enlisted local artists to record the soundtrack in Hindi and added Indian instruments. Across Europe and parts of Southeast Asia, songs from the movie were re-recorded in local languages featuring a wide range of popular young stars. In Latin America, we presented two locally produced reality TV series themed to the movie that served as casting calls for two local feature films. In addition, ABC produces separate versions of its hit *Desperate Housewives* for the Argentine, Brazilian, Mexican and U.S. Hispanic market. Finally, ESPN’s *SportsCenter* is localized in 14 markets. The U.S. version is distributed nationally, and there are 13 other versions around the world. The content varies for each channel and often has local content.

In coming years, Disney expects to expand this approach and, so far, has announced plans for the production of new feature films in Russia and the Gulf States and new TV series in the U.K. and Japan.

**Camp Rock-ing around the World**

Seventeen renditions of songs from the hit Disney Channel Original Movie *Camp Rock*, have been recorded in local languages by recording artists around the world. This initiative is part of Disney Channel’s mission to connect with children and families locally and globally with great stories, characters and music that are relevant and entertaining. The music videos were debuted on 27 Disney Channels leading up to the movie’s launch in Europe and Asia in the fall of 2008.

**Local Content Driving On-the-Ground Change**

In good times and bad, the 10 ABC-owned stations in New York; Los Angeles; Chicago; Philadelphia; San Francisco; Houston; Raleigh-Durham, North Carolina; Fresno, California; Flint, Michigan; and Toledo, Ohio, are trusted partners in their communities and recognized as news leaders industry-wide. The stations regularly average 1,600 hours of local news annually in each market. In addition, ABC-owned stations reach out to their communities with thousands of public service announcements on behalf of local and national organizations and offer numerous other initiatives on air and off.

The strength of their local commitment contributes to the stations’ consistently high performance in the ratings. Eight ABC-owned stations, for example, ranked No. 1 from sign-on to sign-off in their respective markets during the major ratings periods of the 2007-2008 season.

With its extraordinary around-the-clock news coverage during Hurricane Ike and after it swept through the Houston area in September 2008, KTRK-TV lived up to the outstanding reputation for public service shared by all ABC-owned television stations. Even as power outages blacked out most television sets, KTRK-TV overcame its own hurricane damage to remain on air and on the Web as a lifeline for viewers with battery-operated TVs or emergency generators, and as a first-hand news source for those watching the station’s local telecasts worldwide on the Internet.

Elsewhere, Flint anchor Bill Harris’ prostate cancer diagnosis, treatment and recovery brought a personal perspective to WJRT-TV’s outreach campaign on that health issue. The campaign included special broadcasts, online information and a free screening clinic. Colorectal cancer was a major focus at WTVG-TV in Toledo and included a live phone bank with local medical professionals answering viewer questions. WABC-TV New York’s Protect Our Children campaign, in its 11th year, continued to alert viewers about the need to protect children from the threat of abduction and child abuse.

Violence against schoolchildren and women was explored in a series of specials aired by WLS-TV...
Chicago, taking news anchors from studio discussion to some of the city’s most dangerous neighborhoods. Chicago high school students were featured in public service announcements offering anti-violence messages. For 16 consecutive years, WPVI-TV in Philadelphia has worked with local firefighters to heighten awareness about ways to prevent deadly fires and to provide nearly a half-million smoke alarms to families throughout its service area.

For more discussion about our ABC-owned stations’ commitment to community service, please see the Community section.

**Smoking in Films**

In July 2007, Disney undertook a leadership position on the issue of smoking in the movies, making a commitment to U.S. Representative Edward J. Markey (D-MA), Chairman of the House Telecommunications and the Internet Subcommittee, that it would discourage depictions of cigarette smoking in its films directed at children. We stated that we expected depictions of cigarette smoking in future Disney branded films to be nonexistent. Further, we pledged to place an anti-smoking Public Service Announcement (PSA) on DVDs of any future film that does depict cigarette smoking and to work with theater owners to encourage the exhibition of an anti-smoking PSA before the theatrical exhibition of any such film. This year to date, Disney has placed PSAs on eight home entertainment titles, resulting in nearly 75 million viewings.

In 2008, we strengthened our commitment by instituting a formal policy to prohibit cigarette product placement or promotion for any movie we produce under the Disney label. We also reinforced our internal management systems related to this issue. Disney instituted procedures for monitoring of smoking depictions in movies for which it is the sole or lead producer and which it distributes under the Disney and Touchstone labels or which are produced by the Miramax Company.

Looking forward, we expect the depiction of cigarette smoking in new Disney-branded films to be essentially nonexistent. For movies for which a Disney entity is the sole or lead producer and which are released either as a Touchstone movie or Miramax movie, we take our responsibility very seriously and seek to limit cigarette smoking in films that are not rated R to scenes in which smoking is part of the historical, biographical or cultural context of the scene or is important to the character or scene from a factual or creative standpoint, or where cigarette smoking is portrayed in an unfavorable light or the negative consequences of smoking are emphasized.

Disney will also seek to include provisions in distribution agreements for films produced in the United States and for which principal photography has not begun at the time of the agreement advising filmmakers that it discourages depictions of cigarette smoking in films that are not rated R. For other movies we distribute that are not rated R, we seek to discourage depiction of cigarette smoking where we believe it is appropriate and practical to do so.

We review smoking depictions in all movies distributed by Disney and Miramax and we look forward to publishing the results of such reviews in the future.

**PRODUCTS**

All of us have seen the increasing awareness and concern among consumers regarding product quality and safety, and ultimately sustainability. Recent reports of products tainted with potentially toxic substances have concerned both the industry and consumers. However, these events have also served to heighten general awareness of important sustainability and quality issues. At Disney, we take these concerns seriously and are focusing a number of efforts on this area.
Supply Chain

The Walt Disney Company has a large portfolio of intellectual property that the company manages through relationships with a range of licensees, vendors and retailers. Products bearing Disney characters, stories, songs and brand names include a wide range of categories such as apparel, footwear, toys, stationery, published materials, food, CDs and DVDs, home furnishings and consumer electronics, among others. Disney has granted rights to more than 8,000 businesses to use our intellectual property in the manufacture of such products. Some of these licensees are large, even global, companies and retailers, while many others are medium-sized and small companies located around the world.

The majority of Disney-branded products are manufactured by licensees, managed by Disney Consumer Products (DCP). Studio Entertainment, Parks and Resorts, Media Networks and Disney Internet Media Group also source Disney merchandise for retail sale or for promotional purposes through licensee and vendor relationships.

Business Relationships

We use the term “licensee” when we refer to the companies to whom we license the rights to manufacture Disney merchandise for distribution or sale to others and “vendor” when we refer to the companies we engage to manufacture Disney merchandise for us. Our agreements with both licensees and vendors include specific obligations which licensees and vendors must secure from each factory and supplier they engage in producing Disney merchandise.

Example of a Licensee Relationship: Company X seeks to create a shirt with an image of Mickey Mouse. This company reaches out to Disney to negotiate and conclude a license agreement for the right to reproduce Mickey’s image on shirts in exchange for certain licensing fees and royalties. Company X then produces the shirt through its own supply chain and sells it to consumers (or retailers).

Example of a Vendor Relationship: Disney seeks to create a shirt with a Mickey Mouse image. Disney reaches out to Company Y to negotiate and conclude a vendor agreement for the supply of shirts with Mickey Mouse’s image. Company Y then produces the shirt through its own supply chain, and sells it to Disney for the agreed price.

For further discussion of the company’s operations, including our supply chain, visit the Workplaces section.

Product Safety

The safety of products bearing Disney characters and other intellectual property is of crucial concern to us.
Our dedicated corporate Product Integrity group, staffed with experienced engineers and safety professionals, oversees product safety in the manner described below. In 2008, this team of engineers and technical staff was located in Burbank, California; Orlando, Florida; London, U.K.; and Hong Kong.

Contractually, Disney requires that licensees and manufacturers comply with all applicable legal and regulatory safety requirements, including restrictions on phthalates and lead applicable to a given product, and that they have procedures in place to verify such compliance. Our Product Integrity professionals monitor and confirm that manufacturers and licensees are conducting safety tests by independent, certified third-party testing laboratories or equivalent procedures. They also seek to verify that product manufacturers are complying with, and keep abreast of, current and changing product safety standards.

Products Sourced by Disney

Product sold, distributed or given away by a Disney business unit (i.e. Disney Stores, Disney Parks and Resorts, Disneyshopping.com, ABC, etc.) are subjected to a product safety review. Product Integrity engineers review, document and manage third-party testing to verify that these products meet all applicable regulatory and Disney requirements. In 2008, Product Integrity reviewed approximately 60,000 such products worldwide.

Products Sold by Disney Licensees

We have a program to monitor Disney’s licensees who are contractually obligated to test their products and ensure that the products comply with applicable regulatory requirements.

Disney licensees are classified by risk level based on the category of products they manufacture. Focusing on highly regulated products helps optimize and leverage the team’s time and expertise to better protect consumers and our brands.

Disney requires that selected licensees submit test reports to the Product Integrity group from an accredited testing laboratory indicating that their products meet or exceed applicable product safety regulations. Product integrity engineers then review the reports to verify that the testing by the licensee was appropriate, that the proper testing procedures were performed, and that applicable regulations were fully satisfied.

In addition to these measures, we operate a testing program in which products made by licensees are randomly purchased directly from retail stores and submitted to an independent, third-party testing laboratory to verify continued compliance with applicable product safety regulations.

Product Incidents

Disney’s Product Integrity team monitors all product-related safety incidents. In the event of a product-related injury to a consumer, the Product Integrity group will get involved to encourage proper handling of the issue. In addition, the subject product is immediately reviewed and tested to determine whether it continues to meet applicable safety requirements; if necessary, the product may be modified, withdrawn or recalled. With respect to Disney-sourced products, the Product Integrity group then incorporates the data into the company’s product development process to promote continuous product improvement.

Product Recalls

When a product distributed or sold by Disney is the subject of a recall, Disney’s Product Integrity team works closely with the product manufacturer and the appropriate regulatory agencies to make sure the product is removed from the market as quickly as possible. Consumers are alerted of product recalls through various means of communication.
communication, such as press releases, recall notices, website postings and/or store signage. If the product that is the subject of a recall is manufactured and sold by a Disney licensee, the Disney Product Integrity team works with the licensee to handle the recall with the same level of urgency and completeness as Disney provides for products it distributes or sells.

Food Safety

Disney Parks and Resorts’ approach to food safety is recognized as world-class throughout the industry. Food suppliers must adhere to proper food safety practices, comply with regulatory requirements and, depending on the type of food product, submit to supplier site testing and microbiological testing of food samples.

Our parks and resorts dining locations are subjected to detailed processes that include surprise testing and regulatory reviews. In addition, our food-service Cast Members and crew participate in formal training that includes topics ranging from proper food handling, storage and preparation to personal hygiene requirements and sanitation practices. Electronic newsletters and other communications tools update Cast on food safety issues.

Innovative Food Safety Icons

Partnerships and collaboration can advance innovative approaches to food safety. Disney Parks and Resorts and nine other food protection association members created 11 colorful icons that depict important food safety concepts such as sanitation and food temperature regulations. These easily recognizable, nonverbal food safety icons help communicate critical food safety tasks to a global food-service community and our Cast Members, who speak many languages. The icons are quickly gaining popularity worldwide and are used in training materials, as workstation reminders, on recipe cards and in food packaging. The food safety icons can be downloaded from the International Association for Food Protection website.

Technological Food Safety Breakthroughs

At hundreds of food and beverage locations throughout our U.S. resorts, our food and beverage operators conduct a “hazard analysis of critical control points” program. This program, based on requirements taken directly from regulatory food codes, confirms on a daily basis that our food is stored and prepared at the correct temperatures. For example, during the day, food temperatures - including cooking, cooling, reheating, refrigeration and hot holding temperatures - are verified.

Labor Standards

The Walt Disney Company is committed to the promotion and maintenance of responsible international labor practices in its licensing and direct sourcing operations throughout the world. Toward this end, we have implemented a wide-ranging International Labor Standards (ILS) program that includes policies, practices and protocols designed to support common, safe and fair labor standards for workers engaged in the manufacture of merchandise bearing the Disney name and characters.

More information about this program can be found in the Workplaces section of this report.

EXPERIENCES

Disney's stories and beloved characters come to life at Disney parks and resorts around the world, taking families to magical worlds of fantasy, dreams and immersive experiences unlike any other. It happens by design, with an unrelenting focus on family entertainment and storytelling married to extraordinary innovation. Indeed, these principles are at the heart of everything we do in our parks and resorts business – whether it is building a new attraction, hosting guests for a memorable cruise or leading an Adventures by Disney tour.

Walt Disney Imagineering – the storytellers behind Disney parks and resorts – focus on imagining the future of family entertainment with groundbreaking creativity and technology. Imagineers bring to life fantastic worlds, memorable characters, extraordinary experiences and magical encounters for our Guests throughout the world. We believe that people respond to storytelling emotionally, and by doing it right we provide a space for families to create lasting memories.

Whether it is through our dedication to safety or by offering an inclusive environment that respects the diversity of our millions of Guests from around the world, our commitment to act responsibly in everything we do is at the core of Disney Parks and Resorts’ efforts to provide a memorable experience to all our Cast and Guests.

5 For example, Hong Kong Disneyland’s Food and Beverage team won a record 26 awards at the Catering Industry Safety Award Scheme 2008/2009 and the Walt Disney World® Resort Safety and Health Department received the prestigious Black Pearl Award in 2001 for corporate excellence in food safety by the International Association for Food Protection (IAFP).
Park Safety

Safety is our top priority throughout Walt Disney Parks and Resorts’ operations. Safety is the first of four quality standards – followed by courtesy, show and efficiency – that guide the operational decisions of more than 100,000 park and resort Cast Members worldwide.

The magic and memories we create involve a broad range of activities: riding attractions, dining, shopping, swimming and live entertainment, among others. We know that each of these activities is important to an enjoyable visit, and, therefore, our approach to safety is multifaceted.

Our most recent Report on Safety is a summary of safety programs across all of Walt Disney Parks and Resorts’ operations, including guest safety initiatives, Cruise Line safety, Cast and crew safety and attraction safety elements related to design, manufacturing and production, installation and testing, operations and maintenance, and quality assurance.

Accessibility at Disney Parks

Disney parks are at the forefront of accessibility for guests with disabilities. As we create new attractions or enhance existing ones, careful consideration is given to providing appropriate access so that virtually all of our Guests can enjoy the experience.

From handheld captioning to accessible-ride vehicles to sloped-entry swimming pools, Disney Imagineers and engineers challenge themselves to create many experiences everyone can enjoy. At the world-famous Jungle Cruise attraction, for example, ride engineers created a special lift inside several boats to allow access for Guests who previously would have had to transfer from their wheelchairs to the ride seat.

Jungle Cruise and other Walt Disney World Resort and Disneyland Resort attractions also offer handheld captioning through an innovative device. A handheld receiver enables Guests to read captions while enjoying specific theme park attractions where captioning previously was impractical or unattainable. To develop the handheld system, Disney engineers took recent advances in wireless communication one step further. Since an off-the-shelf solution was not available, Disney engineers developed their own. We are now exploring opportunities to make this patented technology available in venues outside of theme parks, where it could provide synchronized captioning, audio translations and other services in a wide variety of applications such as museums and movie theaters.

Walt Disney World Resort is also launching a service, known as audio description. This service provides narrated information about key visual elements in our attractions such as actions, settings and scene changes for Guests with vision disabilities. From the moment guests step into an attraction, they are given rich detail of their surroundings and become immediately involved in the attraction experience.

Audio description joins several existing services for Guests with hearing and visual disabilities, including reflective captioning, sign language interpretation, assistive listening systems, video captioning, Braille maps and audio walking tours.

A multimedia version of this report is available at www.disney.com/crreport

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