

The WALT DISNEY Company



Fact Book 2010

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COMPANY HISTORY

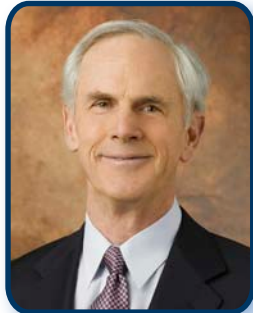
2010	17
2009 - 1999	18 - 21
1998 - 1923	22 - 25



BOARD OF DIRECTORS



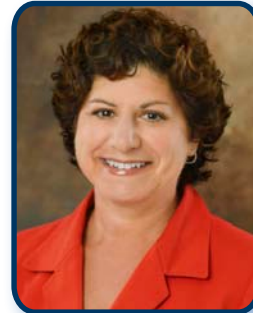
Susan E. Arnold
Director since 2007



John E. Bryson
Director since 2000



John S. Chen
Director since 2004



Judith L. Estrin
Director since 1998



Robert A. Iger
Director since 2000



Steve Jobs
Director since 2006



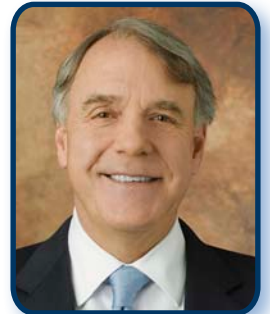
Fred H. Langhammer
Director since 2005



Aylwin B. Lewis
Director since 2004



Monica C. Lozano
Director since 2000



Robert W. Matschullat
Director since 2002



John E. Pepper, Jr.
Chairman of the Board
since 2007



Sheryl Sandberg
Director since 2010



Orin C. Smith
Director since 2006

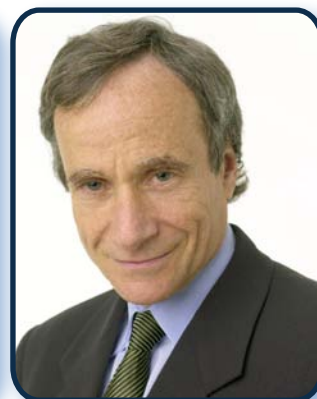


SENIOR CORPORATE OFFICERS

Robert A. Iger
President and
Chief Executive Officer



Jay Rasulo
Senior Executive Vice President and
Chief Financial Officer



Alan N. Braverman
Senior Executive Vice President,
General Counsel and Secretary

Jayne Parker
Executive Vice President and
Chief Human Resources Officer



Christine M. McCarthy
Executive Vice President, Corporate Real
Estate, Sourcing, Alliances, and Treasurer

Kevin A. Mayer
Executive Vice President, Corporate
Strategy and Business Development

Zenia B. Mucha
Executive Vice President,
Corporate Communications



Ronald L. Iden
Senior Vice President,
Global Security

Brent A. Woodford
Senior Vice President,
Planning and Control



PRINCIPAL BUSINESSES

STUDIO ENTERTAINMENT

Rich Ross

Chairman, The Walt Disney Studios

PARKS AND RESORTS

Thomas O. Staggs

Chairman, Walt Disney Parks and Resorts Worldwide

MEDIA NETWORKS

George W. Bodenheimer

President, ESPN, Inc. and ABC Sports
and Co-Chairman, Disney Media Networks

Anne Sweeney

Co-Chair, Disney Media Networks
and President, Disney/ABC Television Group

CONSUMER PRODUCTS

Andrew P. Mooney

Chairman, Disney Consumer Products Worldwide

INTERNATIONAL

Andy Bird

Chairman, Walt Disney International

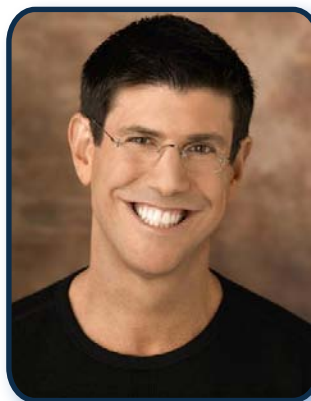
INTERACTIVE MEDIA

Jimmy Pitaro

Co-President, Disney Interactive Media Group

John Pleasants

Co-President, Disney Interactive Media Group and
General Manager, Playdom



Key Businesses and Websites

Theatrical Film	
Walt Disney Pictures	disneypictures.com
Walt Disney Animation Studios	disneyanimation.com
Pixar Animation Studios	pixar.com
Marvel	marvel.com/movies
Touchstone Pictures	
Disneynature	disneynature.com
Home Entertainment	
Disney Blu-ray	disneybluray.com
Disney Blu-ray 3D	disneybluray3D.com
Disney DVD	disneydvd.com
Disney Music Group	
Walt Disney Records	disneyrecords.com
Hollywood Records	hollywoodrecords.com
Disney Theatrical Group	
Disney Theatrical Productions	disneyonbroadway.com
Disney Live!	disneylive.com
Disney on Ice	disneyonice.com
Disney Musicals Licensing	disneymusicals.com

FY10 Key Theatrical Releases

Title	Banner	Release Date
Q1		
Toy Story / Toy Story 2 3D	Disney	10/02/09
A Christmas Carol	Disney	11/06/09
Old Dogs	Disney	11/25/09
The Princess and the Frog	Disney	11/25/09 (Limited) 12/11/09 (Wide)
Everybody's Fine	Miramax	12/04/09
Q2		
When In Rome	Touchstone	01/29/10
Alice In Wonderland	Disney	03/05/10
The Last Song	Touchstone	03/31/10
Q3		
Oceans	Disney	04/22/10
Iron Man 2*	Marvel	05/07/10
Prince of Persia	Disney	05/28/10
Toy Story 3	Disney	06/18/10
Q4		
The Sorcerer's Apprentice	Disney	07/14/10
Step Up 3D	Touchstone	08/06/10
The Switch	Miramax	08/20/10
You Again	Disney	09/24/10

* Distributed by Paramount



FY10 Key Home Releases

Title	Date
Q1	
Snow White and the Seven Dwarfs*	10/06/09
The Proposal	10/13/09
Tinker Bell and the Lost Treasure	10/27/09
Up	11/10/09
Santa Buddies	11/24/09
Lost: The Complete Fifth Season	12/08/09
G-Force	12/15/09
Extract	12/22/09
Q2	
Surrogates	01/26/10
The Boys Are Back	01/26/10
Dumbo: The 70th Anniversary Edition	02/02/10
Everybody's Fine	02/23/10
FlashForward: Season One Pt.1	02/23/10
Ponyo	03/02/10
Old Dogs	03/09/10
The Princess and The Frog	03/16/10
Toy Story (Two-Disc Special Edition)**	03/23/10
Toy Story 2 (Two-Disc Special Edition)**	03/23/10
Alice in Wonderland (2-Disc Special Un-Anniversary Edition)	03/30/10
Q3	
Alice in Wonderland	06/01/10
Starstruck: Extended Edition	06/08/10
When in Rome	06/15/10
Q4	
The Last Song	08/17/10
Lost: The Complete Sixth and Final Season	08/24/10
Lost: The Complete Collection	08/24/10
FlashForward: The Complete Series	08/31/10
Camp Rock 2	09/07/10
Grey's Anatomy: Season 6	09/14/10
Prince of Persia: The Sands of Time	09/14/10
Tinker Bell and the Great Fairy Rescue	09/21/10
Iron Man 2***	09/28/10

* Blu-ray only on 10/6/09; DVD release on 11/24/09

** Blu-ray only on 3/23/10; DVD release on 5/11/10

*** Distributed by Paramount



Key Business Websites

Walt Disney World Resort	disneyworld.com
Disneyland Resort	disneyland.com
Disneyland Paris	disneylandparis.com
Hong Kong Disneyland Resort	hongkongdisneyland.com
Tokyo Disney Resort	tokyodisneyresort.co.jp
Disney Vacation Club	disneyvacationclub.com
Disney Cruise Line	disneycruise.com
Adventures by Disney	adventuresbydisney.com

Walt Disney World Ticket Pricing

(as of the end of FY2010)

Base Ticket			Ticket Options	
Theme Park Days	Ages 10+	Ages 3-9	Hopper Option	Water fun & More
1-day	\$82	\$74	\$54	\$54 (2 visits)
2-day	\$162	\$146	\$54	\$54 (2 visits)
3-day	\$224	\$202	\$54	\$54 (3 visits)
4-day	\$232	\$209	\$54	\$54 (4 visits)
5-day	\$237	\$214	\$54	\$54 (5 visits)
6-day	\$242	\$219	\$54	\$54 (6 visits)
7-day	\$247	\$224	\$54	\$54 (7 visits)
8-day	\$252	\$229	\$54	\$54 (8 visits)
9-day	\$257	\$234	\$54	\$54 (9 visits)
10-day	\$262	\$239	\$54	\$54 (10 visits)



Walt Disney Parks and Resorts Fact Sheet

Business Unit	Opened	Resort Size (Acres) (a)	# of Hotels / Venues (b)	# of Hotel Rooms
Walt Disney World Resort		25,000 (c)	17 (d)	22,350
Magic Kingdom	1971			
Epcot	1982			
Disney's Hollywood Studios	1989			
Disney's Animal Kingdom	1998			
Disney's Typhoon Lagoon	1989			
Disney's Blizzard Beach	1995			
ESPN Wide World of Sports (e)	1997			
Disneyland Resort		510 (f)	3	2,415
Disneyland Park	1955			
Disney California Adventure	2001			
Disneyland Paris (g)		5,510 (h)	7	5,760
Disneyland Park	1992			
Walt Disney Studios Park	2002			
Hong Kong Disneyland Resort (i)	2005	311	2	1,000
Tokyo Disney Resort (j)		494	3	1,710
Tokyo Disneyland	1983			
Tokyo DisneySea	2001			
Disney Vacation Club	1991	N/A	10 (k)	3,060
Disney Cruise Line				
Disney Magic	1998	964 ft.	N/A	877
Disney Wonder	1999	964 ft.	N/A	877
Adventures by Disney	2005	N/A	22 (l)	N/A
Walt Disney Imagineering	1952	N/A	N/A	N/A
TOTAL Hotels: 42				
TOTAL Hotel rooms: 36,000+				
Note: All figures are approximations as of end of Fiscal Year 2010				

(a) Includes theme parks, hotels, dining and entertainment areas and surrounding land

(b) Includes only hotels and Disney Vacation Club properties owned and operated by The Walt Disney Company; Oriental Land Co., Ltd.; Euro Disney S.C.A.; and Hong Kong International Theme Parks, Ltd.

(c) Total acreage, including undeveloped land

(d) Includes Disney's Fort Wilderness Resort & Campground, but does not include Disney Vacation Club properties

(e) Opened under the name Disney's Wide World of Sports and was rebranded in 2010

(f) Total acreage including 461 Company owned acres and 49 acres under long-term lease in Anaheim, CA

(g) The Walt Disney Company has an indirect investment in Euro Disney S.C.A., a publicly held French entity that owns Disneyland Paris. A subsidiary of The Walt Disney Company manages the resort and another subsidiary earns royalties on Disneyland Paris revenues

(h) Total acreage, including undeveloped land

(i) The Walt Disney Company owns a 47% interest in the Hong Kong Disneyland Resort through Hong Kong International Theme Parks Ltd. A separate Hong Kong subsidiary of the Company is responsible for managing Hong Kong Disneyland Resort

(j) A subsidiary of The Walt Disney Company earns royalties on revenues generated by the Tokyo Disney Resort, which is owned and operated by Oriental Land Co., Ltd., a Japanese corporation

(k) Includes the seven Disney Vacation Club properties at the Walt Disney World Resort, one property at Disneyland Resort, and two beach resorts. We are currently selling ownership interest at our eleventh property, Aulani, a Disney Resort & Spa, Ko Olina, Hawai'i

(l) Adventures by Disney provided 22 specialized excursion packages during 2010



Disney Vacation Club Properties

Property	Opening Date	2-Bedroom Villas
Disney's Old Key West Resort	December 1991	558
Disney's Vero Beach Resort	October 1995	104
Disney's Hilton Head Island Resort	March 1996	107
Disney's Boardwalk Villas	October 1996	282
The Villas at Disney's Wilderness Lodge	November 2000	114
Disney's Beach Club Villas	July 2002	177
Disney's Saratoga Springs Resort & Spa	May 2004	864
Disney's Animal Kingdom Villas	July 2007	449
Treehouse Villas at Disney's Saratoga Springs Resort & Spa	June 2009	60
Bay Lake Tower at Disney's Contemporary Resort	August 2009	295
The Villas at Disney's Grand Californian Hotel & Spa	September 2009	50
TOTAL		3,060

Note: DVC is scheduled to open an additional 481 two-bedroom equivalent villas in phases at Aulani, a Disney Resort & Spa, Ko Olina, Hawai'i, beginning in August 2011. Vacation club presales commenced in July 2010.

Theme Park Opening Dates

Date	Park	Location	Acreage
July 1955	Disneyland Park	Anaheim, California	85
October 1971	Magic Kingdom	Lake Buena Vista, Florida	142
October 1982	Epcot	Lake Buena Vista, Florida	300
April 1983	Tokyo Disneyland	Urayasu, Chiba, Japan	126
May 1989	Disney's Hollywood Studios	Lake Buena Vista, Florida	154
April 1992	Disneyland Park Paris	Marne-la-Vallée, France	126
April 1998	Disney's Animal Kingdom	Lake Buena Vista, Florida	500
February 2001	Disney California Adventure	Anaheim, California	55
September 2001	Tokyo DisneySea	Urayasu, Chiba, Japan	122
March 2002	Walt Disney Studios Park	Marne-la-Vallée, France	62
September 2005	Hong Kong Disneyland	Lantau Island, Hong Kong, China	311*

**Figure represents total property acreage*



Key Businesses and Websites

Disney Merchandise Licensing

Disney Toys

Disney Fashion & Home

Disney Food, Health & Beauty

Disney Stationery

Disney Store

disneystore.com

Disney Publishing Worldwide

Disney Global Book Group

disneybooks.com

Disney Digital Books

disneydigitalbooks.com

Disney English

disneyenglish.com

Disney FamilyFun

familyfun.com

Disney Baby Einstein

babyeinstein.com



Business Websites

Broadcast	
ABC Television Network	abc.com
ABC Daytime	abc.com/daytime
ABC News	abcnews.com
ABC Sports	espn.com/abcsports
ABC Kids	tv.disney.go.com/abckids
Disney-ABC TV Group	disneyabctv.com
Hyperion Books	hyperionbooks.com
Owned and Operated TV Stations	abclocal.go.com
Cable	
ESPN, Inc.	espn.com
ESPN2	espn.com
ESPN Classic	espn.com/classic
ESPNEWS	espnews.com
ESPN Deportes	espndeportes.com
ESPNU	espnu.com
ESPN3	espn3.com
ESPN Mobile Properties	espnmobile.com
ESPN Boston	espnboston.com
ESPN Chicago	espnchicago.com
ESPN Dallas	espondallas.com
ESPN Los Angeles	espnlosangeles.com
ESPN New York	espnnewyork.com
ESPN Radio Network	espnradio.com
ESPN The Magazine	espnmag.com
ESPN America	espnamerica.com
ESPN Soccernet	espnsoccernet.com
ESPN International	espnscrum.com
	espncriinfo.com
A&E	aetv.com
A&E International	aetninternational.com
ABC Family	abcfamily.com
The Biography Channel	biography.com
Disney Channel	disneychannel.com
Disney Cinemagic	disney.co.uk/DisneyChannel/cinemagic
Disney XD	disneyxd.com
The History Channel	history.com
History International	historyinternational.com
Hungama	hungamatv.com
Lifetime	mylifetime.com
Lifetime Movie Network	lmn.tv
Lifetime Real Women	mylifetime.com/lrw
Playhouse Disney	playhousedisney.com
SOAPnet	soapnet.com
Radio Disney Network	radiodisney.com

ABC Owned Television Stations

Market	Station
New York, NY	WABC / Channel 7
Los Angeles, CA	KABC / Channel 7
Chicago, IL	WLS / Channel 7
Philadelphia, PA	WPVI / Channel 6
San Francisco, CA	KGO / Channel 7
Houston, TX	KTRK / Channel 13
Raleigh-Durham, NC	WTVD / Channel 11
Fresno, CA	KFSN / Channel 30
Flint, MI*	WJRT / Channel 12
Toledo, OH*	WTVG / Channel 13

* In November 2010, Disney entered into an agreement to sell its Flint, MI and Toledo, OH TV stations.



Cable Subscribers

Disney Channel ^(a)

Territory	10/2/10 # subscribers (in millions)	10/3/09 # subscribers (in millions)
United States	99.6	98.2
Latin America	27.6	24.0
India	7.0	10.2
United Kingdom	9.0	8.9
Italy	5.8	5.4
Taiwan	6.0	5.9
France	5.6	5.4
Japan	5.3	5.0
Scandinavia ^(d)	4.8	4.6
Poland ^(e)	5.5	4.4
Romania	5.1	3.9
Hungary/Czech/Slovakia	3.6	3.6
Asia ^(b)	3.2	2.9
Australia ^(g)	2.5	2.4
Germany	2.3	1.6
Korea	1.7	1.8
South Africa	1.9	1.7
Portugal	2.1	1.5
Israel	1.2	1.2
Turkey	1.3	1.0
Benelux	5.4	-
Serbia	0.7	0.1
Middle East ^(e)	0.4	0.4
Angola	0.2	0.2
Malta	0.4	0.1
International Sub-Total	108.6	96.1
Worldwide Total	208.1	194.3

(a) U.S. reflects Nielsen households; Intl. Disney Channels reflect reported subscribers.

(b) Includes Brunei, Cambodia, Hong Kong, Indonesia, Malaysia, Palau, Papua New Guinea, Singapore, Thailand, Philippines and Vietnam.

(c) A&E International, Lifetime Real Women, Disney Cinemagic, Hungama, Jetix Play and Disney XD International based on reported subscribers.

(d) Includes Sweden, Norway, Denmark, and Finland.

(e) Estimated data.

(f) ESPN includes domestic Nielsen households only.

(g) Numbers include New Zealand.

(h) Toon Disney was rebranded as Disney XD.

(i) Many of the Disney XD channels were previously Jetix channels.

(k) ESPN U based on reported subscribers.

(l) Our ownership interest in ESPN and AETN/Lifetime is 80% and 42%, respectively.

(m) A&E International and Lifetime Real Women based on reported subscribers as of 8/31/10.

(n) Represents broadband subscribers.

ESPN ^{(f) (l)}

Channel	10/2/10 # Nielsen Households (in millions)	10/3/09 # Nielsen Households (in millions)
ESPN	100.0	99.1
ESPN2	99.9	99.8
ESPNEWS	74.2	69.8
ESPNU ^(k)	73.7	55.3
ESPN Classic	40.8	63.9
ESPN Deportes	5.3	5.2
ESPN3.com ⁽ⁿ⁾	53.0	50.0

AETN/Lifetime ^{(c) (l)}

Channel	10/2/10 # Nielsen Households (in millions)	10/3/09 # Nielsen Households (in millions)
A & E International ^(m)	148.7	126.1
A & E Channel	99.7	98.7
Lifetime Channel	99.8	98.7
The History Channel	99.2	98.0
Lifetime Movie Channel	79.4	72.2
Biography	61.6	55.4
History Int'l	60.5	54.4
Lifetime Real Women ^(m)	15.9	14.2

Other Cable Properties ^(c)

Channel	10/2/10 # Nielsen Households (in millions)	10/3/09 # Nielsen Households (in millions)
ABC Family	98.7	98.1
Disney XD International ^{(h)(i)}	84.0	82.4
Disney XD Domestic ^(h)	78.1	73.6
SOAPnet	76.0	72.5
Playhouse Disney	44.6	40.2
Hungama	7.0	10.3
Disney Cinemagic	9.9	9.2



Owned Radio Disney Stations

Market	Radio Station	Broadcast Band
New York, NY	WQEW	AM
Los Angeles, CA	KDIS	AM
Chicago, IL	WRDZ	AM
San Francisco, CA	KMKY	AM
Dallas-Fort Worth, TX	KMKI	AM
Houston, TX	KMIC	AM
Atlanta, GA	WDWD	AM
Philadelphia, PA	WWJZ	AM
Boston, MA	WMKI	AM
Detroit, MI	WFDF	AM
Miami, FL	WMYM	AM
Seattle, WA	KKDZ	AM
Phoenix, AZ	KMIK	AM
Minneapolis, MN	KDIZ	AM
Denver, CO	KDDZ	AM
Tampa, FL	WWMI	AM
St. Louis, MO	WSDZ	AM
Portland, OR	KDZR	AM
Charlotte, NC	WGFY	AM
Sacramento, CA	KIID	AM
Cleveland, OH	WWMK	AM
Salt Lake City, UT	KWDZ	AM
San Antonio, TX	KRDY	AM
Kansas City, MO	KPHN	AM
Orlando, FL	WDYZ	AM
Milwaukee, WI	WKSH	AM
Indianapolis, IN	WRDZ	FM
Providence, RI	WDDZ	AM
Hartford, CT	WDZK	AM
New Orleans, LA	WBYU	AM
Louisville, KY	WDRD	AM
Richmond, VA	WDZY	AM
Albany, NY	WDDY	AM
Tulsa, OK	KMUS	AM
Albuquerque, NM	KALY	AM
Little Rock, AR	KDIS	FM
Jacksonville, FL	WBWL	AM

Owned ESPN Radio Stations

Market	Radio Station	Broadcast Band
New York, NY	WEPN	AM
Los Angeles, CA	KSPN	AM
Chicago, IL	WMVP	AM
Dallas-Fort Worth, TX	KESN	FM
Pittsburgh, PA*	WEAE	AM

* Switched formats to Radio Disney on January 1, 2011

Percentage Ownership of Significant Cable Properties

Property	Ownership %
ESPN	
ESPN	80
ESPN2	80
ESPNEWS	80
ESPN Classic	80
ESPN Deportes	80
ESPNU	80
Disney Channels Worldwide	
Disney Channel	100
Playhouse Disney	100
Disney XD	100
Disney Cinemagic	100
Hungama	100
ABC Family	
ABC Family	100
SOAPnet	
SOAPnet	100
A&E/Lifetime	
A&E	42
Lifetime Television	42
The History Channel	42
Lifetime Movie Network	42
The Biography Channel	42
History International	42
Lifetime Real Women	42



Key Business Websites

Disney.com	Disney.com*
Disney Interactive Studios	disneyinteractivestudios.com
DisneyXD	DisneyXD.com
Club Penguin	clubpenguin.com
DisneyDigitalBooks	disneybookapps.com
Disney Toontown Online	toontown.com
Pirates of the Caribbean Online	piratesonline.com
Playdom	playdom.com
Disney Fairies Franchise Site	DisneyFairies.com
Disney Fairies Pixie Hollow	PixieHollow.com
World of Cars	WorldofCars.com
Disney Princess Franchise Site	DisneyPrincess.com
Playhouse Preschool Time Online	PreschoolTime.com
DisneyFamily.com	family.com
Disney Family Fun	familyfun.com
iParenting	iparenting.com
Kaboose	Kaboose.com
BabyZone	BabyZone.com
Kerpoof	Kerpoof.com

* There are 23 localized international Disney.com sites around the world available in more than 40 global markets.

Game Development Studios

Studio	Acquisition Date
Avalanche Software	4/19/2005
Black Rock Studio	9/28/2006
Fall Line Studio	11/7/2006**
Junction Point Studios	7/13/2007
Gamestar	4/8/2008
Wideload Games	9/8/2009

** Established



Disney Interactive Studios FY10 Release Slate

In Store Date	Title	Platform	ESRB*
Q1			
10/6/2009	Disney Sing It: Pop Hits	Wii, PS3, PS2	E
10/27/2009	Disney Fairies: Tinker Bell and The Lost Treasure	DS, PC	E
11/3/2009	Disney's A Christmas Carol	DS	E
11/10/2009	Disney Jonas	DS	E
11/17/2009	The Princess and the Frog	Wii, DS, PC	E
Q2			
3/2/2010	Alice in Wonderland	Wii, DS, PC	E 10+
3/16/2010	Sonny With A Chance	DS	E
Q3			
5/18/2010	Split / Second	PS3, 360, PC	E 10+
5/25/2010	Club Penguin: Elite Penguin Force: Herbert's Revenge	DS	E
6/15/2010	Toy Story 3 The Video Game	Wii, PS3, 360, DS, PC, PSP	E 10+
Q4			
7/13/2010	The Sorcerer's Apprentice	DS, PS3	E
8/3/2010	Disney Sing It: Family Hits	Wii	E
8/31/2010	Guilty Party	Wii	E
8/31/2010	Camp Rock Final Jam	DS	E
9/14/2010	Phineas and Ferb Ride Again	DS	E
9/21/2010	Disney Fairies Tinker Bell and the Great Fairy Rescue	DS	E
9/21/2010	Club Penguin: Game Day!	Wii	E

* Entertainment Software Rating Board



2010

October 3, 2010

New Co-Presidents, Disney Interactive Media Group

John Pleasants and Jimmy Pitaro are named Co-Presidents, Disney Interactive Media Group (DIMG). John Pleasants leads Disney's multi-faceted digital games businesses, including online, console, social and mobile; including Playdom, the social games publishing company acquired by Disney earlier in the year.



John Pleasants



Jimmy Pitaro

Jimmy Pitaro oversees Disney Online, the home of Disney branded web and social media sites.

August 27, 2010

Disney•Pixar's *Toy Story 3* Makes History

Disney•Pixar's *Toy Story 3* crosses the \$1 billion mark at the global box office, joining *Alice in Wonderland* as the second \$1 billion film in 2010 from The Walt Disney Studios, the first studio in history to accomplish this feat. *Toy Story 3* becomes the only animated film to reach this milestone and the seventh title in industry history.



July 29, 2010

Disney Announces Sale of Miramax Films

Disney announces the sale of Miramax Films to Filmyard Holdings LLC. The deal includes rights in over 700 film titles, as well as non-film assets, such as certain books, development projects and the "Miramax" name. The sale is completed on December 3, 2010.

July 28, 2010

Paul Lee Named President, ABC Entertainment Group

Former ABC Family President Paul Lee is named President, ABC Entertainment Group. In his new role, Lee has oversight of all creative and business operations for ABC Studios, as well as all development, programming, marketing and scheduling operations for ABC Entertainment.



July 27, 2010

Disney to Acquire Social Game Developer Playdom

The Walt Disney Company agrees to acquire Playdom Inc., one of the leading companies in the fast-growing business of online social gaming. The acquisition is completed on August 28, 2010.



Tapulous™

July 1, 2010

Tapulous Acquired

Disney announces the acquisition of Tapulous, Inc., a leading developer of music games for the iPad, iPhone, and iPod Touch.

June 29, 2010

Disney Store Unveils New Store Design

Disney Store celebrates the launch of its newly-designed store with a grand opening event just outside of Los Angeles. The high-tech makeover of Disney Store activates the future transformation of its more than 300 locations worldwide.

May 27, 2010

Alice in Wonderland Reaches \$1 Billion Mark

Disney's *Alice in Wonderland* reaches a historic milestone, passing the \$1 billion dollar mark in global box office. *Alice* becomes the sixth title to join this exclusive list and the third most popular non-sequel in motion picture history.

May 19, 2010

Rebecca Campbell Appointed President, ABC Owned Television Stations Group

Respected television station executive Rebecca Campbell is appointed to the position of President, ABC Owned Television Stations Group, following the announced retirement of esteemed television executive, Walter Liss.

January 14, 2010

Sean Bailey Named President of Production, Walt Disney Studios

Sean Bailey is named President of Walt Disney Studios Motion Picture Production. In his new role, Sean oversees all aspects of live-action development, film production and physical production for Walt Disney Pictures and Touchstone Pictures.



2009 - 1999

December 16, 2009

Roy E. Disney Passes Away

Roy Edward Disney, son of Disney Studios co-founder Roy O. Disney, and nephew of Walt Disney, passes away at the age of 79.



November 12, 2009

Disney Announces Executive Changes

Bob Iger announces that Tom Staggs, Senior Executive Vice President and Disney's Chief Financial Officer, and Jay Rasulo, Chairman of Walt Disney Parks and Resorts Worldwide, would assume new roles on January 1, 2010 - Tom Staggs to assume the role of Chairman, Walt Disney Parks and Resorts Worldwide, while Jay Rasulo assumes the role of Senior Executive Vice President and Chief Financial Officer, The Walt Disney Company.

November 3, 2009

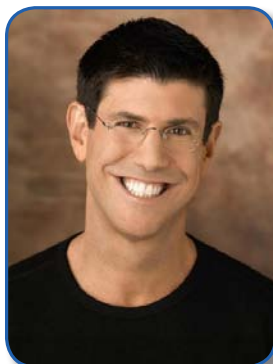
Disney Passes Milestone in Shanghai

Disney announces that the Project Application Report (PAR) for a Disney theme park in the Pudong district of Shanghai has received approval from the relevant authorities of the central government of China.

October 5, 2009

Rich Ross Named Chairman of The Walt Disney Studios

Rich Ross, President of Disney Channels Worldwide, is named Chairman of The Walt Disney Studios. Carolina Lightcap, Senior Vice President, Programming and Creative Affairs, Disney Channels Latin America, and Chief Marketing Officer, The Walt Disney Company, Latin America, assumes his previous role on November 24, 2009.



August 31, 2009

Disney to Acquire Marvel Entertainment

The Walt Disney Company announces plans to acquire Marvel Entertainment, one of the world's most prominent character-based entertainment companies. The acquisition is completed on December 31, 2009.



August 27, 2009

A&E Television Networks to Acquire Lifetime Entertainment Services

Disney-ABC Television Group, Hearst Corporation and NBC Universal announce an agreement for A&E Television Networks to acquire Lifetime Entertainment Services. The merger was completed on September 15, 2009. Prior to the merger Disney owned 37.5% of A&E and 50% of Lifetime.

April 30, 2009

Disney Announces Plans to Become Equity Owner of Hulu

ABC Enterprises Inc. (a subsidiary of The Walt Disney Company) agrees to join NBC Universal, News Corporation and Providence Equity Partners as a joint venture partner and equity owner of Hulu, a leading online aggregator of video content.



February 13, 2009

Disney XD Launches

Disney XD, the newly-branded network (formerly Toon Disney) targeting boys, launches.



2009 - 1999

February 9, 2009

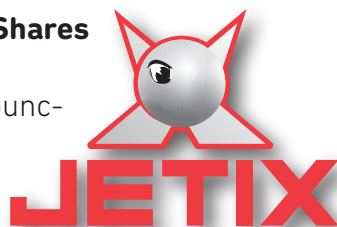
Disney Enters Agreement with Dreamworks

Walt Disney Studios agrees to enter into a distribution arrangement with filmmaker Steven Spielberg and partner Stacey Snider to distribute all upcoming live-action motion pictures produced by DreamWorks under their partnership with Reliance BIG Entertainment, part of The Reliance Anil Dhirubhai Ambani Group.

December 7, 2008

Disney Acquires Outstanding Shares of Jetix Europe

The Walt Disney Company announces that one of its subsidiaries has entered into agreements to acquire outstanding shares of Jetix Europe N.V. for €11 per share, which brings Disney's ownership of the pan-European kids entertainment company to more than 99%.



November 19, 2008

Disney Breaks Ground in Hawaii

Walt Disney Parks and Resorts breaks ground for its first family destination resort in Hawaii, located at the Ko Olina Resort & Marina development on the western side of O'ahu.



April 30, 2008

The Disney Stores North America are Re-Acquired

Disney acquires certain assets of the Disney Stores North America and terminates its long-term licensing arrangement relating to the Disney Stores. The

Company acquired the inventory, leasehold improvements, and certain fixed assets of, and assumed the leases on, 229 stores.



April 21, 2008

New Film Banner Announced

The Walt Disney Studios announces the launch of DisneyNature, a new production banner that will produce nature documentaries for the big screen, beginning with the production of Earth, released on Earth Day 2009.

January 7, 2008

Disney's Hollywood Studios

Disney officially re-brands its MGM Studios park in Florida to Disney's Hollywood Studios.



August 1, 2007

Disney Acquires Club Penguin

The Walt Disney Company acquires Club Penguin, an online virtual world for kids.



June 12, 2007

ABC Radio Spin-off Completed

The Walt Disney Company and Citadel Broadcasting Corporation announce the completion of Disney's spin-off of its wholly-owned subsidiary ABC Radio Holdings, Inc. and its subsequent merger with a wholly-owned subsidiary of Citadel.

January 1, 2007

John E. Pepper, Jr. Becomes Chairman

John E. Pepper, Jr. becomes non-executive Chairman of the Board, succeeding Senator George J. Mitchell, who served as Disney Chairman since March 2004.



2009 - 1999

September 12, 2006

Disney Films Available on iTunes

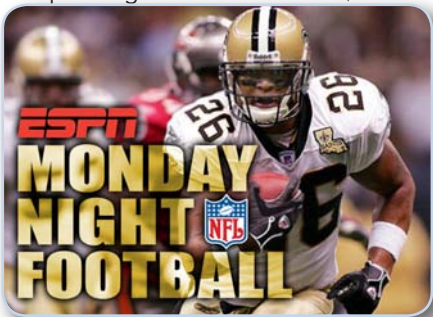
Over 75 movies from Walt Disney Pictures, Pixar, Touchstone Pictures and Miramax Films are made available for purchase on Apple's iTunes service.



September 11, 2006

Monday Night Football on ESPN

Monday Night Football debuts on ESPN with a special opening double-header, delivering the network's biggest audience ever and the second largest audience in cable television history.



August 9, 2006

Disney Sells Share in Us Weekly Magazine

Wenner Media and The Walt Disney Company announce that Wenner Media has acquired Disney's 50 percent stake in Us Weekly LLC, which publishes Us Weekly.

July 25, 2006

Disney Acquires Hungama Television Channel in India

The Company acquires Hungama TV, a leading Indian children's television channel, and takes an equity interest in media company UTV Software Communications Limited.

P I X A R
ANIMATION STUDIOS

May 5, 2006

Disney Acquires Pixar

The Walt Disney Company completes its acquisition of renowned computer animation leader, Pixar.



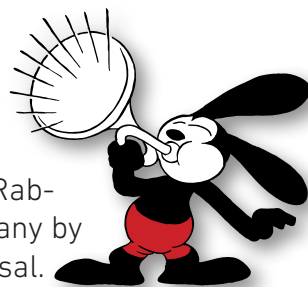
The Walt Disney Company

History

February 9, 2006

Oswald the Lucky Rabbit Returns to Disney

After an 80-year absence, the Company announces the return of Oswald the Lucky Rabbit to The Walt Disney Company by agreement with NBC/Universal.



October 12, 2005

TV Shows Available for Download on Apple's iTunes

Disney, ABC and Apple announce a deal to sell television shows online via Apple's iTunes download service.

October 1, 2005

Bob Iger Becomes CEO

Bob Iger succeeds Michael Eisner as CEO of The Walt Disney Company, the sixth CEO in the Company's 82-year history.



September 12, 2005

Hong Kong Disneyland Opens

Hong Kong Disneyland, Disney's 11th vacation destination and first theme park in China, opens its gates.

July 17, 2005

Disneyland Celebrates 50 Years of Magic

Disneyland Park in Anaheim officially celebrates its 50th birthday.



March 29, 2005

The Weinsteins and Walt Disney Studios Dissolve Their Partnership

The Walt Disney Studios and Miramax co-chairmen Bob and Harvey Weinstein reach a mutual agreement concluding the Weinsteins' deal with The Walt Disney Company.

2009 - 1999

February 25, 2005

Disney Sells Mighty Ducks of Anaheim

The Walt Disney Company sells the Mighty Ducks of Anaheim ice hockey team.



November 21, 2004

The Disney Stores Change Hands

The Children's Place Retail Stores, Inc. and The Walt Disney Company finalize the agreement announced in October 2004 for The Children's Place to acquire and operate, under a long-term licensing agreement, the Disney Store retail chain in North America.

September 10, 2004

Michael Eisner Announces his Retirement

Michael Eisner announces his intention to retire as CEO at the end of his contract.

May 15, 2004

Muppets come to Disney

The Walt Disney Company signs an agreement with The Jim Henson Company to buy the Muppets.



November 18, 2003

Mickey Mouse Turns 75

The mouse that started it all, Mickey Mouse, turns 75.



The Walt Disney Company

History

October 24, 2001

Disney Acquires Fox Family Worldwide

The Company acquires Fox Family Worldwide, Inc. (subsequently re-named ABC Family).

February 8, 2001

Disney California Adventure Shines in California

Disney California Adventure, the company's sixth domestic theme park, opens in Anaheim, California.



January 24, 2000

Bob Iger Becomes President and COO

Bob Iger becomes President and Chief Operating Officer of The Walt Disney Company, as well as a member of its Board of Directors.



August 24, 1999

Disney Sells Fairchild Publications, Inc.

Disney agrees to sell Fairchild Publications Inc., a subsidiary of ABC Inc. and publisher of W, Jane and Women's Wear Daily, to Advance Publications, Inc.

July 8, 1999

ABC Entertainment Television Group Created

Walt Disney Television Studio, including Buena Vista Television Productions and ABC's Primetime Division join forces and become ABC Entertainment Television Group.

1998 - 1923

July 30, 1998

Disney Cruise Line Launches

Disney Magic departs on its maiden voyage. Disney's second cruise ship, Disney Wonder, launches the following summer. The Disney Dream launched in January 2011 and Disney Fantasy will launch in 2012.



June 19, 1998

Disney Common Stock Splits

Disney records a three-for-one stock split.

April 4, 1997

Knight-Ridder, Inc. Buys ABC Newspapers

Knight-Ridder, Inc. announces an agreement with Disney to purchase four newspapers owned by ABC, Inc. for \$1.65 billion.



February 24, 1997

Disney and Pixar Join Forces

Disney announces an agreement with Pixar to create five animated films over the next 10 years including A Bug's Life (1998), Monsters, Inc. (2001), Finding Nemo (2003), The Incredibles (2004) and Cars (2006). In 2006, Disney acquires Pixar.



November 18, 1996

Radio Disney Premieres

Radio Disney, a live, music-intensive radio network for children debuts, offering fun, high-energy entertainment and family-oriented programming for kids under the age of 12.



The WALT Disney Company

History



February 22, 1996

Disney.com Launches

Disney Online launches Disney.com to provide interactive online access to a wealth of Disney information and services.

February 9, 1996

Disney Completes Acquisition of ABC

Disney completes the acquisition of ABC as approved by stockholders of both Disney and Capital Cities/ABC in their respective special meetings of shareholders held in January in New York City. Disney announced its intention to buy Capital Cities/ABC on July 31, 1995.



September 6, 1994

Disney Theme Parks Pass a Milestone

Disney theme parks welcome their one-billionth guest.



Disney's
**BEAUTY
AND THE
BEAST**
BROADWAY'S SMASH
HIT MUSICAL



April 18, 1994

Disney is the Belle of Broadway

Disney's first stage show, Beauty and the Beast: A New Musical, opens on Broadway, breaking attendance and box office records.

1998 - 1923

April 3, 1994

Tragedy Strikes The Walt Disney Company

Frank Wells, President and Chief Operating Officer, dies.

June 30, 1993

Miramax Films Acquired

The Walt Disney Company acquires Miramax Film Corporation.



April 12, 1992

Euro Disney Opens

Euro Disney (later renamed Disneyland Paris) opens 20 miles outside of Paris, France.



November 6, 1989

Euro Disney S.C.A. Shares Offered

Fifty-one percent of Euro Disney S.C.A.'s 170 million shares are offered to European investors at FF72 per share. A subsidiary of The Walt Disney Company owns the remaining 49 percent.

May 1, 1989

Disney-MGM Studios and Pleasure Island Premiere at WDW

The Disney-MGM Studios Theme Park (later renamed Disney's Hollywood Studios) and the Pleasure Island entertainment complex open at the Walt Disney World Resort.



January 21, 1988

Wrather Corporation Acquired

The Walt Disney Company acquires the Wrather Corporation, the assets of which include the Disneyland Hotel, for approximately \$161 million in cash and \$89 million in debt.



March 28, 1987

The Disney Store Debuts

The first Disney Store opens at the Glendale Galleria in Glendale, Calif.



February 6, 1986

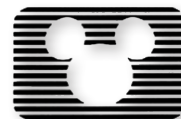
The Walt Disney Company Formed

Walt Disney Productions changes its name to The Walt Disney Company.

September 22, 1984

Disney Enters a New Era

Walt Disney Productions welcomes Michael D. Eisner as Chairman and Chief Executive Officer and Frank G. Wells as President and Chief Operating Officer.



The Disney Channel

April 18, 1983

Disney Channel Debuts

Disney Channel first broadcasts cable television programming.

1998 - 1923



April 15, 1983

Tokyo Disneyland Opens

Tokyo Disneyland opens six miles from downtown Tokyo.

April 1, 1983

Walt Disney Pictures Incorporates

Walt Disney Pictures is incorporated as a separate entity responsible for the development, production and marketing of all live-action films and commercial television programming.



October 1, 1982

Epcot Debuts at WDW

Epcot opens at Walt Disney World.

July 8, 1981

Walt Disney Name Acquired

Walt Disney Productions acquires the rights to Walt Disney's name, likeness and portrait, as well as the steam train and monorail systems at Disneyland, from Retlaw for 888,461 shares of common stock, worth \$46.2 million.

December 20, 1971

Another Legend Passes

Roy O. Disney dies.

October 1, 1971

Walt Disney World Opens

The Magic Kingdom opens at Walt Disney World.

December 15, 1966

The Passing of a Legend

Walt Disney dies.



February 3, 1965

Walt Disney Productions Consolidates Again

Walt Disney Productions acquires WED Enterprises from Walt Disney for approximately \$4 million.

July 6, 1960

Walt Disney Productions Purchases Remaining Stake in Disneyland

Walt Disney Productions, Inc. purchases the remaining 34.5 percent interest in Disneyland, Inc. for \$7.5 million.

June 19, 1957

Walt Disney Productions Exercises Disneyland Options

Walt Disney Productions, Inc. exercises options to purchase an additional 31.0 percent stake in Disneyland, Inc. for \$528,810.



October 3, 1955

The Mickey Mouse Club Airs on ABC

The Mickey Mouse Club first airs on ABC.



1998 - 1923

July 17, 1955

An American Original Opens

Disneyland first opens its gates in Anaheim, California. Walt Disney Productions invests \$500,000 to own 34.5 percent of Disneyland, Inc., the company that owns Disneyland.



April 6, 1953

Retlaw Enterprises Founded

Retlaw Enterprises is founded as a private company solely owned by Walt Disney to control the merchandising rights to the name "Walt Disney."

December 16, 1952

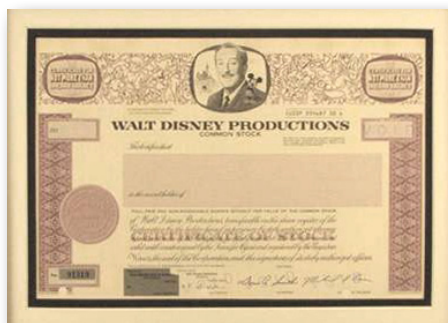
WED Enterprises Founded

WED Enterprises is founded as a private company owned solely by Walt Disney to design and create Disneyland.

April 2, 1940

First Preferred Shares Issued

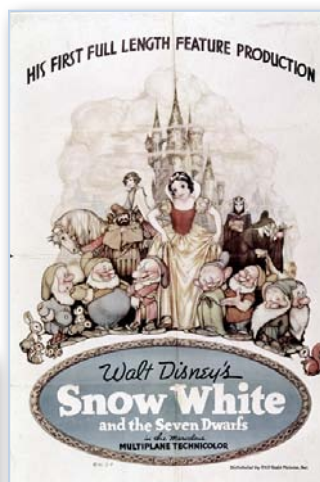
Walt Disney Productions, Ltd. issues 155,000 shares of 6 percent cumulative convertible preferred stock in the over-the-counter market.



September 29, 1938

Walt Disney Productions, Ltd. Consolidates

Walt Disney Productions, Ltd. absorbs the three other Disney companies created in 1929.



December 21, 1937

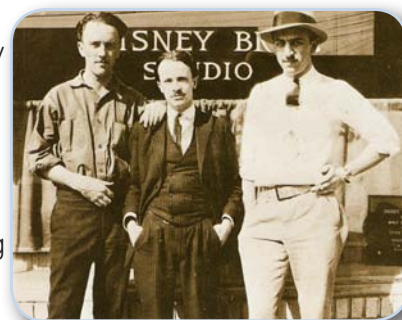
Premiere of *Snow White and the Seven Dwarfs*

Snow White and the Seven Dwarfs, the first feature-length animated film, premieres accompanied by the first comprehensive merchandise campaign.

December 16, 1929

Walt Disney Productions, Ltd. Formed

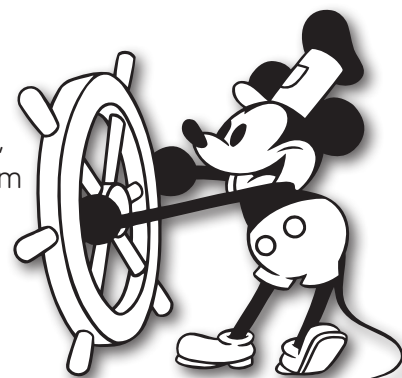
The Disney Brothers partnership is replaced by Walt Disney Productions, Ltd.; Walt Disney Enterprises; Liled Realty and Investment Company; and the Disney Film Recording Company.



November 18, 1928

Steamboat Willie Debuts

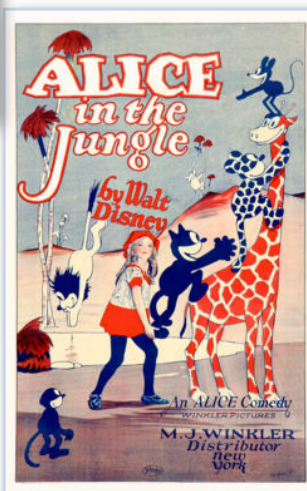
Mickey and Minnie Mouse debut in *Steamboat Willie*, Disney's first animated film with sound effects and dialogue.



October 16, 1923

The Alice Comedies Created

Walter E. and Roy O. Disney establish The Disney Brothers Studio in a contract with M.J. Winkler for a series of animated short subjects entitled The Alice Comedies.



This Fact Book has been prepared by the Investor Relations group of The Walt Disney Company solely to provide information for shareholders and others interested in the Company. It is not intended to provide a basis for or be a recommendation with respect to investment decisions. All shareholders and potential investors should carefully review the Annual Report of the Company on Form 10-K and the other quarterly and periodic reports of the Company and other information filed by the Company with the Securities and Exchange Commission before making any investment decision. All information contained in this Fact Book is presented as of the date below, and the Company assumes no duty to confirm, revise or update the information.

January 1, 2011