

The **WALT DISNEY** Company

NEWS FROM INVESTOR RELATIONS

FALL 2011

THE
MUPPETS



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Company News

Disney Reports Fiscal Full Year and Q4 FY11 Earnings Results

On November 10, 2011, The Walt Disney Company reported earnings for its fiscal year and fourth quarter ended October 1, 2011. Diluted earnings per share (EPS) for the year increased 24% to \$2.52 from \$2.03 in the prior year. For the quarter, diluted EPS was \$0.58 compared to \$0.43 in the prior-year quarter.


"Fiscal 2011 was a great year financially and strategically, demonstrating the strength of our brands and businesses with record revenue, net income and earnings per share," said Disney President and CEO Robert A. Iger. "We are confident the company is well-positioned to deliver long-term value for our shareholders with our focus on quality content, compelling uses of technology and global asset growth."

EPS for the current year includes items that collectively had a net after-tax adverse impact of \$0.02 on EPS. EPS for the prior year included items with a net adverse impact of \$0.04 on EPS. Excluding these items, EPS for the year increased 23% to \$2.54 from \$2.07 in the prior year.

The current and prior-year quarter included \$9 million and \$58 million, respectively, of restructuring and impairment charges. Excluding these charges, EPS for the quarter increased 31% to \$0.59 from \$0.45 in the prior-year quarter.

Segment highlights include:

- In Q4, Media Networks was the largest contributor to Disney's performance driven by growth in operating income at Cable Networks, more specifically by growth at worldwide Disney Channel and ESPN, and an increase in equity income.
- At Parks and Resorts, operating income was up 33% in the quarter as a result of higher guest spending at Disney's domestic parks and higher passenger cruise days, partially offset by increased costs.
- At Studio Entertainment, operating income was up for the quarter as a result of lower film cost write-downs and higher domestic theatrical revenues, despite lower results in Disney's international theatrical and worldwide home video businesses.
- At Consumer Products, operating income was up for the quarter driven by higher licensing revenue due to sales of *Cars* merchandise and higher revenue from Marvel properties.
- At the Interactive Media segment, operating losses decreased from the prior year due to lower marketing and product development costs in Disney's console game business, partially offset by lower results in Disney's social games.

 **For more information, including a reconciliation of non-GAAP measures to their GAAP equivalents, visit www.disney.com/investors.**


Disney Leadership Succession Plans Announced

The Walt Disney Company Board of Directors recently announced that it has agreed to extend Robert A. Iger's contract through June 2016 as part of the company's ongoing succession planning. Under the new agreement, Mr. Iger will assume the role of chairman in addition to chief executive officer following Chairman John E. Pepper's retirement from the board at Disney's 2012 annual shareholder meeting in March. Until then, Mr. Iger will remain president and chief executive officer.



Mr. Iger will hold the positions of chairman and chief executive officer through March 31, 2015, at which time a new CEO would be named; Mr. Iger will thereafter serve as executive chairman for 15 months through June 30, 2016. His current employment agreement was set to expire on Jan. 31, 2013.

The Disney board took action at this time to secure the benefit of Mr. Iger's leadership through 2016, provide for an effective, seamless succession and management transition and a continuity of the company's corporate strategy to create long-term value for shareholders. As provided in the company's corporate governance guidelines, the board will also select an independent lead director when Mr. Iger assumes the role of chair immediately following the meeting in March.

 **For further details, please see the Report on Form 8-K now available at disney.com/investors.**

Studio Entertainment



Walt Disney Studios Announces New Film Slate at D23 Expo 2011

At the D23 Expo held in August, Rich Ross, chairman, The Walt Disney Studios; Sean Bailey, president, Production, The Walt Disney Studios; John Lasseter, chief creative officer, Walt Disney and Pixar Animation Studios; and Kevin Feige, producer and president, Marvel Studios, presented a look at The Walt Disney Studios' upcoming film slate. The upcoming slate includes DisneyToon Studios' *Planes*, Disney's *Wreck-It Ralph*, Disney-Pixar's *Brave*, Disney-Pixar's *Monsters University*, an untitled Pixar film from director Bob Peterson, another untitled

Pixar film from director Pete Docter, Tim Burton's *Frankenweenie*, *John Carter*, *The Odd Life of Timothy Green*, *Oz The Great and Powerful*, Disney's *The Muppets*, Disneynature's *Chimpanzee* and Marvel's *The Avengers*.



Disney Favorites to Return to Theaters in 3D

On the heels of the phenomenal success of *The Lion King 3D*, the Walt Disney Studios announced limited theatrical engagements for four of its classic films for the first time in 3D. The following titles from Walt Disney and Pixar Animation Studios will be released in 2012 and 2013:

- *Beauty and the Beast* – January 13, 2012
- Disney-Pixar's *Finding Nemo* – September 14, 2012
- Disney-Pixar's *Monsters, Inc.* – January 18, 2013
(*Monsters University*, a prequel to the original film, arrives in theaters in Disney Digital 3D in June 2013)
- *The Little Mermaid* – September 13, 2013

For the Q4 FY11 Walt Disney Studios and Walt Disney Studios Home Entertainment Release slates, please turn to Page 10



The Lion King Celebrates 5,000th Performance in London

On September 13, the London Company of the award-winning stage musical *The Lion King* played its 5,000th performance at the Lyceum Theatre in London's West End. Now in its 12th record-breaking year, *The Lion King* has been seen by almost 10 million people in the UK and 60 million people worldwide, making it one of the most successful productions in theatre history.

In celebration of reaching this landmark milestone, The Walt Disney Company donated 5,000 tickets to charities, including Mousetrap Theatre Arts, Great Ormond Street Children's Hospital, the Elton John AIDS Foundation, CCHF All About Kids and Flora & Fauna International, giving new audiences the opportunity to see one of the most popular musicals in the West End for free.

Media Networks



Yahoo! and ABC News Announce Strategic Alliance

Yahoo! and ABC News recently announced a strategic alliance that will enhance and transform the delivery of news and information across the digital landscape. This multifaceted relationship blends Yahoo! News' unmatched audience, as well as its depth and breadth of content, with ABC News' global newsgathering operation and unrivaled lineup of trusted anchors and reporters. Yahoo! News and ABC News reach a combined audience of more than 100 million people in the U.S. each month on PCs, mobile devices and tablets.

This unmatched alliance creates a powerful news experience that provides people greater access to compelling news and information, including more original news video online than ever before. It launched with the debut of *GoodMorningAmerica.com* on Yahoo! and three new, online-first video series with ABC News' award-winning and trusted anchors and correspondents.

Key elements of the alliance include:

- ABC News is the premier news provider on Yahoo! News
- *GoodMorningAmerica.com* launched on Yahoo!
- New original Web series from ABC News anchors and correspondents
- ABC News and Yahoo! News editorial teams will work together to develop premium news content
- Yahoo! and ABC Sales organizations will deliver powerful advertising solutions

ABC News continues to maintain editorial control of their sites, and Yahoo! maintains editorial control of Yahoo! sites. The Yahoo! News network will continue to feature content and perspectives from Yahoo!'s editorial staff and the Yahoo! Contributor Network, as well as content from other industry-leading providers and experts.

Gary Marsh Promoted to President and Chief Creative Officer, Disney Channels Worldwide

The Disney/ABC Television Group recently announced that Gary Marsh has been promoted to president, Disney Channels Worldwide. He will also continue in his role as the Channel's Chief Creative Officer. This announcement follows the decision by Carolina Lightcap to step down as president, Disney Channels Worldwide.



In this new position, Mr. Marsh will have full creative oversight and leadership responsibility for Disney's successful and burgeoning global kids TV business, comprising more than 100 kid-driven, family-inclusive entertainment channels and feeds available in 169 countries and 35 languages. The portfolio spans Disney Channel, Disney Junior, Disney XD, Disney Cinemagic and Hungama brands; the Radio Disney broadcast and satellite radio network and station group; as well as subscription video-on-demand and the content-rich broadband websites DisneyChannel.com, DisneyJunior.com, DisneyXD.com and RadioDisney.com. Previously, Mr. Marsh had been President, Entertainment and Chief Creative Officer, Disney Channels Worldwide.

His track record in developing cultural phenomena like *High School Musical*, *Hannah Montana*, *Phineas and Ferb* and *Lizzie McGuire* has been a hallmark of his success. In addition to spearheading these blockbuster Disney Channel Original Movie and Original Series franchises, he has also overseen Disney Junior programming, which includes breakout hits *Jake and the Never Land Pirates*, *Mickey Mouse Clubhouse* and *Handy Manny*.



Disney Channel to Launch in Russia

The Walt Disney Company and UTH Russia, one of the country's fastest growing media companies, recently announced that the two companies will launch an ad-supported free-to-air Disney Channel

in Russia early next year. The broadly distributed channel will appeal to families throughout Russia by featuring Disney's popular signature programming, as well as original Russian content.

Under the terms of the agreement, Disney, through one of its subsidiaries, will acquire a 49% stake in the Seven TV network from UTH Russia. The new Disney Channel will replace the current branding and programming of Seven TV. At launch it will reach approximately 40 million households, which represents more than 75% of the measured audience in Russia. Disney Channel will air on broadcast stations in 54 large urban markets, including Moscow and St. Petersburg, as well as hundreds of rural and remote cities and towns nationwide through other distribution agreements.

The deal closing is subject to the satisfaction of contractual conditions, including certain regulatory filings.



ESPN, NFL Reach Eight-Year Extension for Monday Night Football

Monday Night Football, the most successful series in sports media history, will remain on ESPN through the 2021 NFL season under a new eight-year agreement between ESPN and the National Football League. The broad multiplatform agreement, which begins in 2014, includes eight full seasons of *MNF* telecasts, expanded NFL studio programming (beginning in September), highlight rights for TV and ESPN.com, the Pro Bowl, the NFL Draft, 3D rights and enhanced international rights.

The extensive package of NFL rights will boost ESPN's core television business while supporting the Company's "best available screen" strategy with NFL programs on TV, online and on mobile devices via authentication and digital rights. Outside the U.S., ESPN will televise *MNF* and other regular season games, playoffs and the Super Bowl in 30 million households in 144 countries and territories across five continents, including Brazil, the Caribbean, Africa, Middle East, Israel, Australia-New Zealand and Continental Europe. The agreement also provides the NFL with an option to air a postseason Wild Card playoff game on ESPN should the NFL decide to do so.

An iconic series in the history of American television, *Monday Night Football* debuted in 1970. After a 36-year run on ABC,

the series moved to ESPN in 2006 as part of a landmark eight-year agreement. During the past five seasons, ESPN's *MNF* has become the most-watched series in cable television history, registering eight of cable's 10 all-time biggest household audiences and 16 of the top 20 (excluding breaking news). In 2010, *MNF* ranked eighth among all primetime programs (broadcast or cable), averaging 10.5 million homes (14.7 million viewers), an unprecedented achievement for a cable television property. In addition, an estimated 140 million people viewed *MNF* and NFL studio programming on ESPN/ESPN2 over the course of the 2010 NFL season.

ESPN's significantly enhanced NFL rights package for the extension will include:

- Telecast rights to 17 *Monday Night Football* games per season for eight additional seasons (2014-2021)
- Rights to more than 500 new hours of NFL-branded studio programming per year
- Expanded highlight rights across ESPN's television and digital platforms
- Pro Bowl
- NFL Draft, which ESPN has covered since 1980
- 3D distribution rights
- Rights to simulcast network coverage of ESPN's *MNF* and NFL studio programs on tablet devices through ESPN's Watch ESPN App
- Continued Spanish-language rights to *MNF* on ESPN Deportes
- International rights
- The long-term agreement also ensures that *Monday Night Football* will celebrate its 50th anniversary season on ESPN in 2020.

ESPN first televised Sunday primetime NFL games in 1987, covering the second half of the regular season (eight games annually, 1987-89; nine games, 1990-97), and expanding to a full slate of 18 games from 1998-2005. ESPN has carried a 17-game *Monday Night Football* schedule since 2006. ESPN is coming off a record-breaking season in 2010.

ESPN Leadership Succession Plan Announced

The Walt Disney Company President and CEO Bob Iger recently announced that he has named George Bodenheimer Executive Chairman of ESPN, and John Skipper ESPN President and Co-Chair, Disney Media Networks, effective January 1, 2012. The moves continue the company's focus on ensuring strategic continuity and succession planning.



Bodenheimer, currently President of ESPN and ABC Sports and Co-Chair of Disney Media Networks, will relinquish his day-to-day operating responsibilities January 1. As Executive Chairman of ESPN, Bodenheimer will continue to chair ESPN's Board of Directors, provide strategic direction and support a seamless transition to Skipper, who will assume day-to-day operating responsibilities January 1. Skipper has served as ESPN's executive vice president, content, since October 2005.

Bodenheimer will continue to report to Iger. Skipper will have a dual report to Iger and Bodenheimer.

As executive vice president, content, Skipper is responsible for the creation, programming and production of ESPN content across all media platforms, including television, radio, the Internet, broadband, wireless, interactive games and home entertainment. Under his leadership, ESPN has consistently set records for television ratings and digital consumption; negotiated several major rights agreements with the NFL, NBA, Major League Baseball, FIFA, the Masters Tournament, the British Open, the USTA, Wimbledon and several college conferences; and launched a wide variety of creative programming, including the critically acclaimed ESPN Films sports documentary series.

Skipper joined ESPN in June 1997 as senior vice president and general manager of *ESPN The Magazine*, overseeing one of the most successful magazine launches of the 1990s. Previously, he was senior vice president of The Disney Publishing Group, overseeing all of Disney's magazine, book and licensed publishing operations in the United States.



Verizon FiOS TV Adds Longhorn Network

Joining a growing lineup of regional and national collegiate sports networks on FiOS TV, the Longhorn Network arrived on FiOS in time for the start of the college football season. The Longhorn Network is a channel devoted to athletic programming and related activities at the University of Texas.

In the near future, the Longhorn Network also will be available online, on tablets and on smartphones for fans with a Verizon FiOS TV plan, making UT athletics and other programming easily available anywhere, anytime.



Aulani, A Disney Resort & Spa Opens in Hawaii

A Disney-inspired Hawaiian celebration recently launched the grand opening of Aulani, a Disney Resort & Spa, which combines the magic of Disney storytelling and guest service with the beauty and traditions of Hawaii, creating an unforgettable family vacation experience on a beautiful lagoon along the coast of Oahu.

Aulani occupies 21 acres of oceanfront property in Ko Olina, adjacent to a nine-acre, crystal-blue lagoon and white-sand beach. Ko Olina is 17 miles from Honolulu International Airport and approximately 30 minutes from Waikiki.

When all phases are complete, Aulani will include 359 traditional hotel rooms and 481 two-bedroom-equivalent Disney Vacation Club villas in two towers, each featuring rooms that offer thrilling views of the ocean, mountains and the magnificent, lush surroundings.

Family-friendly resort amenities include the 18,000-square-foot Laniwai, a Disney Spa, with 15 treatment rooms and a fitness center. Aulani also features two signature restaurants offering foods unique to Hawaii.

When all phases are complete, groups will find nearly 50,000 square feet of meeting space, including a 14,545-square-foot conference center, the main ballroom (which is divisible by six), four breakout rooms and generous pre-function space.

Since outdoor events are so popular in Hawaii, Disney also has created three distinct event lawns, including an oceanfront wedding lawn for Disney Fairy Tale Weddings & Honeymoons.



AVATAR Coming to Disney Parks

Disney executives recently announced a long-term creative partnership with James Cameron's Lightstorm Entertainment and Fox Filmed Entertainment to bring the epic fantasy world of AVATAR to life at Disney parks, beginning with Disney's Animal Kingdom Theme Park in Orlando.

Cameron and his producing partner, Jon Landau, and their team at Lightstorm Entertainment will serve as creative consultants and will work side by side with Disney Imagineers to dream up experiences that will take guests deep into the worlds of AVATAR like never before. With two sequels to the record-setting first film in the works, there will be even more fascinating stories, characters and locations to explore in the AVATAR universe.

Disney's Animal Kingdom Theme Park is the planned site of the first AVATAR-themed land, with construction expected to begin by 2013. Disney's Animal Kingdom Theme Park also celebrates adventure, living in harmony with nature and environmental stewardship – themes that are deeply rooted in the story of AVATAR.

Future locations for additional AVATAR-themed lands will be determined with our international theme park partners at a later date.





Disney Cruise Line Unveils New *Disney Fantasy* Guest Experiences

The *Disney Fantasy*, the new Disney Cruise Line ship set to debut next spring, will bring to life many of the innovative features guests love on the recently launched *Disney Dream*, including AquaDuck – the world’s first shipboard water coaster. But new design elements and guest experiences will give the *Fantasy* an identity all its own.

The *Disney Fantasy* is the second of two newly designed Disney Cruise Line ships that take the family cruise experience to new heights. Sister ship to the *Disney Dream*, which entered service in January 2011, the 4,000-passenger *Disney Fantasy* will sail week-long Caribbean cruises from Port Canaveral, Fla., with its maiden voyage scheduled for March 31, 2012.



To learn more about the *Disney Fantasy*, visit www.disneycruise.com.



Disney Cruise Line Unveils New Itineraries and Ports for 2012

For the first time, Disney Cruise Line will set sail from three new ports in 2012 – New York, Seattle and Galveston, Texas – making the Disney family cruise vacation more accessible to guests around the country. Additionally, the cruise line will offer more choices than ever before with several new itineraries planned.

Beginning May 25, 2012, the *Disney Magic* will sail a total of 20 cruises from New York – including eight-night cruises to the Bahamas and five-night cruises up the New England coast to Canada, plus two-night cruises that will give a sampling of the Disney Cruise Line experience over a weekend.

Beginning Sept. 22, 2012, the *Disney Magic* will sail 12 seven-night cruises from the Port of Galveston to the Western Caribbean. Ports of call include Grand Cayman and Mexico’s Costa Maya and Cozumel.

Beginning May 28, 2012, the *Disney Wonder* will sail a total of 14 seven-night cruises from the Port of Seattle to Tracy Arm, Skagway, Juneau and Ketchikan, Alaska, as well as Victoria, British Columbia.

The *Disney Wonder* is scheduled to continue sailing seven-night Mexican Riviera cruises from the Port of Los Angeles for the majority of the year – throughout winter, spring and fall.

Additionally, the *Disney Wonder* will sail four seven-night Pacific Coast cruises from Los Angeles (on Sept. 16, Sept. 23, Sept. 30 and Oct. 7), calling on San Francisco, San Diego and Ensenada, Mexico.

For the first time, the *Disney Wonder* will offer two special voyages to Hawaii from Los Angeles, calling on Hilo; Kahului, Maui; Honolulu, Oahu; Nawiliwili, Kauai; and Ensenada, Mexico. The 15-night Hawaiian itinerary, which includes nine days at sea, departs April 29, 2012. The 14-night Hawaiian itinerary, with eight days at sea, departs Oct. 14, 2012.

The *Disney Fantasy* and *Disney Dream* will continue to sail a variety of Caribbean and Bahamian itineraries departing from Port Canaveral.

The *Disney Fantasy* will depart on her maiden voyage March 31, 2012, and will sail out of Port Canaveral on seven-night Caribbean itineraries – alternating eastern (St. Maarten and St. Thomas) and western (Grand Cayman, Costa Maya, Cozumel). Special Eastern Caribbean sailings in November and December 2012 stop at St. Thomas and San Juan, Puerto Rico. All *Disney Fantasy* itineraries include a stop at Disney’s private island, Castaway Cay.

The *Disney Dream* will sail three-, four- and five-night cruises from Port Canaveral to the Bahamas and Disney’s private island, Castaway Cay. Five-night itineraries include two stops at Castaway Cay.

Until she is repositioned to New York, the *Disney Magic* will sail out of Port Canaveral on seven-night Caribbean itineraries and four- and five-night Bahamian cruises.



To learn more about *Disney Cruise Line*, visit www.disneycruise.com.

Robert Chapek Named President of Disney Consumer Products

The Walt Disney Company President and CEO Robert A. Iger recently announced that Robert Chapek, President of Distribution for The Walt Disney Studios, has been promoted to President of Disney Consumer Products (DCP), reporting to Mr. Iger.

With this announcement, Mr. Chapek will oversee a newly formed Companywide consumer products organization that will consolidate retail and licensing across Disney's lines of business including Walt Disney Studios, Pixar, Marvel, Media Networks, Interactive Media and Consumer Products.



In support of the new mission of cross-retail integration, Alan Bergman, President of the Walt Disney Studios, will assume Mr. Chapek's former responsibilities of theatrical and TV platform distribution of studio movies.

Since November 2009, Mr. Chapek has led The Walt Disney Studios' distribution, developing strategy and overseeing the delivery of all motion pictures and television content across the theatrical exhibition, home entertainment, pay TV, digital formats and other new media. Mr. Chapek has been visionary on technological issues, and oversees the development of various new technologies including next generation high-definition Blu-ray™ Disc, in-home 3D solutions, and interoperability solutions such as KeyChest and digital distribution.

In his previous role as president of Walt Disney Studios Home Entertainment, Mr. Chapek led the organization to record-setting performances on numerous movie titles. He has played a key role in the commercialization of Disney's live-action and animated direct-to-video business.

Disney and Target Announce National Princess Week

Target and The Walt Disney Company recently announced the creation and inaugural launch of National Princess Week beginning April 22, 2012.

The event coincides with the 10-year anniversary of *The Princess Diaries*, starring Julie Andrews and Anne Hathaway, and the



special two-movie collection of *The Princess Diaries* and *The Princess Diaries 2: Royal Engagement* — available for the first time ever on Disney Blu-ray. Target and Target.com will feature an array of Disney Princess merchandise highlighting beloved princess characters such as Ariel, Cinderella and Snow White — from apparel, toys and books to CDs, movies, personal care items and stationery. The week will also highlight the newest release in the No. 1 New York Times best-selling *The Very Fairy Princess* children's book franchise, *The Very Fairy Princess Here Comes the Flower Girl!* co-authored by Julie Andrews' daughter and writing partner, Emma Walton Hamilton, and published by Little, Brown Books for Young Readers.



Disney Introduces Appmates

In an industry first, Disney introduced Disney AppMATES™ Mobile Application Toys, a new toy line that comes to life digitally when used with an Apple iPad by allowing kids to use the tablet's screen as a virtual play mat. Developed in collaboration with DCP and Disney Mobile and featuring patent-pending technology, the Appmates toy line features miniature Disney·Pixar *Cars 2* vehicles with sensors on the base of each toy that are recognized as a unique footprint by an app with no cable or Bluetooth connection required. Simply download the free *Cars 2* Appmates app from the iTunes app store, place your favorite Appmates toy character on the screen and play.

The magic begins when kids place their vehicle on the iPad and start to explore the world of *Cars*. Now available for download, the *Cars 2* Appmates app is a free app created by Disney exclusively for use with Appmates toys. By guiding the Appmates vehicle on the screen, the iPad becomes a virtual play mat where kids can experience the world of Radiator Springs.

Each toy unlocks different features and content within the app specific to the character, allowing kids to come back over and over to enjoy an imaginative, open-ended play experience.

Created in collaboration with Spin Master, Disney Appmates launched Oct. 1 at national retailers, Apple Store, Apple Store online, Disney Store and DisneyStore.com with vehicle two-packs (SRP \$19.99). Two additional characters will launch in November and be available exclusively through Apple Store and Apple Store online.

Just in time for the holiday season, DCP will also introduce an expanded line of "accessory" products to engage and inspire creativity with kids using the iPad.

Disney Interactive Media Group



Disney Interactive and YouTube Team Up

Disney Interactive and YouTube are joining forces to bring family-friendly video entertainment to the web. The alliance will bring together the leading provider of family-friendly entertainment with the Internet's most popular destination for video programming.

Complementary online video destinations tailored to Disney audiences will be made available on both Disney.com and YouTube in early 2012, furthering Disney Interactive's strategy to deliver the most relevant and immersive online experiences to its guests wherever they are.


Disney Interactive will produce and program the co-branded video destinations for both Disney.com and YouTube, providing a family-friendly experience for viewers across both platforms. Programming will include video drawn from relevant family-friendly content currently available across YouTube, original video produced by Disney, as well as a blend of current Disney Interactive original series, select Disney Channel programming and Disney user-created content. An original video series based on Disney's hit mobile game *Where's My Water?* and its main character Swampy will be the first project to launch in February and will be followed by other similarly short-form, family-oriented programming.

Where's My Water? No. 1

Disney Mobile's newest app, *Where's My Water?*, a fun and challenging physics-based puzzle game for iPad, iPhone and iPod touch, reached the No. 1 spot on the U.S. App Store Paid Apps chart. *Where's My Water?* marks the debut of Disney Mobile's first original game character, Swampy, a friendly alligator on a quest to be clean.



In *Where's My Water?* players guide water through subterranean layers of earth, rock and broken pipes...and into Swampy's bathtub. The water in the game flows with life-like physics. Developed by the team behind *JellyCar*, the critically acclaimed squishy physics platformer, *Where's My Water?* features 80 levels of challenging puzzles, rich graphics, humorous effects and a story that unfolds over time.


 **The *Where's My Water?* App is available for \$0.99 from the App Store on iPad, iPhone and iPod touch or at www.itunes.com/appstore.**

Club Penguin Goes Mobile



Club Penguin launched its first iOS game, *Puffle Launch*, now available on the App Store. *Puffle Launch*, which has been on the top 10 list on the App Store since launching, features fast-paced gameplay in which players blast pet Puffles through a series of challenging levels.

Originally debuting as a game within Club Penguin in March 2010, *Puffle Launch* became an instant hit, and is now played by more than 150,000 kids each day in the virtual world. Puffles are the penguins' pets in Club Penguin, and have become a phenomenon of their own. In fact, a new Puffle is adopted every second in the virtual world, with more than 20 million Puffles already adopted in 2011.

 **The *Puffle Launch* App is available for \$0.99 from the App Store on iPad, iPhone and iPod touch or at www.itunes.com/appstore.**

Disney Corporate Citizenship



Disney Releases 2010 Corporate Citizenship Report

In 2011, The Walt Disney Company released its second Corporate Citizenship report detailing Disney's progress on environmental and social impacts, and includes the Company's first set of comprehensive citizenship commitments and goals, aligned around three core principles:

- Act and create in an ethical manner and consider the consequences of our decisions
- Champion the happiness and well-being of kids, parents and families in our endeavors
- Inspire kids, parents, employees and communities to make a lasting, positive change in the world.

The interactive multimedia report, now available online at www.disney.com/citizenship2010, includes comprehensive coverage of eight key areas: family entertainment, inspiring kids and communities, nature conservation, environment, community, workplaces, supply chain and human rights.

 **For more information on Disney's Corporate Citizenship activities, visit www.disneycorporatetcitizenship.com.**

Key Domestic Studio Releases

Q1 - FY12

Title	Banner	Release Date
Real Steel	DreamWorks	10/7/2011
The Muppets	Disney	11/23/2011
War Horse	DreamWorks	12/25/2011

Q1 - FY11

Title	Banner	Release Date
Secretariat	Disney	10/8/2010
Tangled	Disney	11/24/2010
The Tempest	Touchstone	12/10/2010
Tron: Legacy	Disney	12/17/2010

Key Domestic Home Video Releases

Q1 - FY12

Title	Street Date*
The Lion King ¹	10/4/2011
African Cats	10/4/2011
Pirates of the Caribbean: On Stranger Tides ²	10/18/2011
Captain America	10/25/2011
Winnie the Pooh	10/25/2011
Cars 2	11/1/2011
The Help	12/6/2011

* Release dates subject to change

- 1 Blu-ray Release Date: 10/4/11. DVD Release Date: 11/15/11.
 2 Blu-ray Release Date: 10/18/11. DVD Release Date: 11/15/11.

Q1 - FY11

Title	Street Date
Beauty and the Beast ¹	10/5/10
Oceans	10/19/10
Toy Story 3	11/2/10
A Christmas Carol	11/16/10
The Search for Santa Paws	11/23/10
Fantasia	11/30/10
Sorcerer's Apprentice	11/30/10
Step Up 3D	12/21/10

¹ Blu-ray only on 10/5/10; DVD release on 11/23/10

Cable Subscribers

Disney Channel (a)

	10/1/2011 # subscribers (in millions)	10/2/2010 # subscribers (in millions)
United States	98.8	99.6
Latin America	33.6	27.6
India	7.0	7.0
United Kingdom	9.1	9.0
Italy	5.1	5.8
Taiwan	6.0	6.0
France	16.9	5.6
Japan	5.7	5.3
Scandinavia (d)	4.8	4.8
Poland	6.4	5.5
Romania	5.7	4.7
Hungary/Czech/ Slovakia/Slovenia	4.1	3.6
Asia (b)	3.2	3.2
Australia (g)	2.5	2.5
Germany	2.6	2.3
Korea	6.1	1.7
South Africa	1.9	1.9
Russia (l)	6.2	2.7
Portugal	2.3	2.1
Israel	1.1	1.2
Turkey	1.5	1.3
Benelux	6.6	5.4
Serbia	1.0	0.7
Middle East	0.4	0.4
Angola	0.2	0.2
Malta	0.5	0.4
International Sub-Total	140.5	110.9
Worldwide Total	239.3	210.5

ESPN (f) (i)

	10/1/2011 # Nielsen Households (in millions)	10/2/2010 # Nielsen Households (in millions)
ESPN	98.6	100.0
ESPN2	98.5	99.9
ESPNEWS	73.3	74.2
ESPNU (h)	71.9	73.7
ESPN Classic	32.6	40.8
ESPN Deportes	5.2	5.3
ESPN3.com (e)	70.0	53.0

AETN/Lifetime (c) (i)

	10/1/2011 # Nielsen Households (in millions)	10/2/2010 # Nielsen Households (in millions)
A & E International (j)	166.6	148.7
A & E Channel (k)	99.1	99.7
Lifetime Channel (k)	98.9	99.8
HISTORY (k)	98.7	99.2
Lifetime Movie Channel (k)	82.1	79.4
Biography (k)	65.4	61.6
History Int'l (k)	64.2	60.5
Lifetime Real Women (j)	17.5	15.9

Other Cable Properties (c)

	10/1/2011 # Nielsen Households (in millions)	10/2/2010 # Nielsen Households (in millions)
ABC Family (k)	97.5	98.7
Disney XD International	90.8	81.8
Disney XD Domestic (k)	78.1	78.1
SOAPnet (k)	73.8	76.0
Disney Jr.	57.9	44.6
Hungama	8.4	7.0
Disney Cinemagic	11.6	9.9

(a) United States reflects Nielsen households; International 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, and Disney XD International based on reported subscribers.

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

(e) Represents estimated broadband subscribers for May 2011 and July 2010 for the current and prior periods, respectively.

(f) ESPN includes domestic Nielsen households only.

(g) Numbers include New Zealand.

(h) ESPNU based on reported subscribers.

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

(j) A&E International and Lifetime Real Women based on reported subscribers as of 8/31/11.

(k) Reflects Nielsen Households.

(l) Disney Channel Russia includes subscribers previously classified under Disney XD International.

Please note:

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