

The *WALT DISNEY* Company

FACT

BOOK

2012



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MANAGEMENT TEAM

BOARD OF DIRECTORS



SUSAN E. ARNOLD

Director since 2007



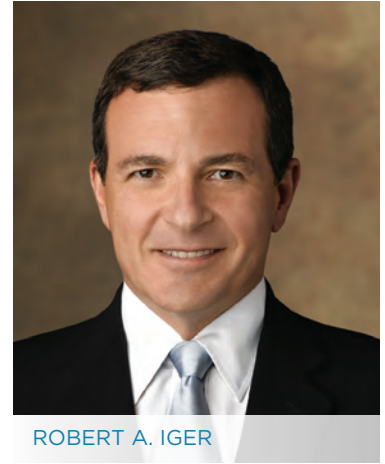
JOHN S. CHEN

Director since 2004



JUDITH L. ESTIN

Director since 1998



ROBERT A. IGER

Chairman and Chief Executive Officer



FRED H. LANGHAMMER

Director since 2005



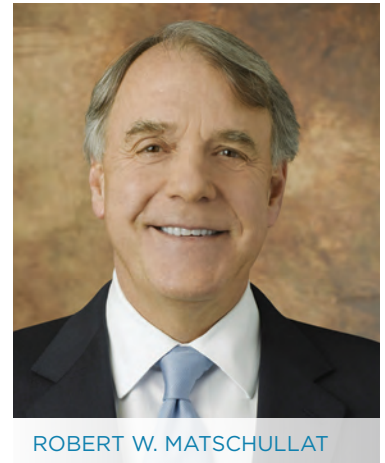
AYLWIN B. LEWIS

Director since 2004



MONICA C. LOZANO

Director since 2000



ROBERT W. MATSCHULLAT

Director since 2002



SHERYL SANDBERG

Director since 2010



ORIN C. SMITH*

Director since 2006

*Elected Independent Lead Director March 13, 2012



MANAGEMENT TEAM

SENIOR CORPORATE OFFICERS



Robert A. Iger
Chairman and Chief Executive Officer



Andy Bird
Chairman, Walt Disney International

Alan Braverman
Senior Executive Vice President, General Counsel and Secretary

Ronald L. Iden
Senior Vice President, Global Security



Kevin Mayer
Executive Vice President, Corporate Strategy and Business Development

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

Zenia Mucha
Executive Vice President, Chief Communications Officer



Jayne Parker
Executive Vice President and Chief Human Resources Officer

Jay Rasulo
Senior Executive Vice President and Chief Financial Officer

Brent Woodford
Senior Vice President, Planning and Control



MANAGEMENT TEAM

BUSINESS UNIT



George Bodenheimer
Executive Chairman, ESPN, Inc.



Bob Chapek
President, Disney Consumer Products



Alan F. Horn
Chairman, The Walt Disney Studios



James Pitaro
Co-President, Disney Interactive



John Pleasants
Co-President, Disney Interactive



John Skipper
President, ESPN, Inc. and Co-Chairman, Disney Media Networks



Thomas O. Staggs
Chairman, Walt Disney Parks and Resorts



Anne Sweeney
Co-Chairman, Disney Media Networks and President,
Disney•ABC Television Group



Key Businesses and Websites

Theatrical Film	
The Walt Disney Studios	waltdisneystudios.com
Walt Disney Animation Studios	disneyanimation.com
Pixar Animation Studios	pixar.com
Marvel	marvel.com/movies
Lucasfilm	lucasfilm.com
Disneynature	disneynature.com
Home Entertainment	
Disney Blu-ray	disneybluray.com
Disney Blu-ray 3D	disneybluray3D.com
Disney DVD	disneydvd.com
Disney Second Screen	disneysecondscreen.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	disneytheatricallicensing.com

FY12 Key Theatrical Releases

Title	Banner	Release Date
Q1		
Real Steel	DreamWorks	10/07/11
The Muppets	Disney	11/23/11
War Horse	DreamWorks	12/25/11
Q2		
Beauty and the Beast 3D	Disney	01/13/12
The Secret World of Arrietty	Disney	02/17/12
John Carter	Disney	03/09/12
Q3		
Chimpanzee	Disneynature	04/20/12
Marvel's The Avengers	Marvel	05/04/12
Brave	Disney•Pixar	06/22/12
People Like Us	DreamWorks	06/29/12
Q4		
The Odd Life of Timothy Green	Disney	08/15/12
Finding Nemo 3D	Disney•Pixar	09/14/12



FY12 Key Home Releases

Title	Release Date
Q1	
The Lion King ¹	10/04/11
African Cats	10/04/11
Pirates of the Caribbean 4 ²	10/18/11
Captain America*	10/25/11
Winnie the Pooh	10/25/11
Cars 2	11/01/11
The Help	12/06/11
Fright Night	12/13/11
Q2	
Real Steel	01/24/12
Treasure Buddies	01/31/12
Lady and the Tramp ³	02/07/12
The Muppets	03/20/12
Q3	
War Horse	04/03/12
John Carter	06/05/12
Q4	
Chimpanzee	08/21/12
Beverly Hills Chihuahua 3	09/18/12
Marvel's The Avengers	09/25/12

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

3 Blu-ray Release Date: 2/7/12. DVD Release Date: 3/20/12

* Distributed by Paramount



Key Business Websites

Walt Disney World Resort	disneyworld.com
Disneyland Resort	disneyland.com
Aulani, a Disney Resort & Spa	aulani.com
Disneyland Paris	disneylandparis.com
Hong Kong Disneyland Resort	hongkongdisneyland.com
Shanghai Disney Resort	shanghaidisneyresort.com
Tokyo Disney Resort	tokyodisneyresort.co.jp
Disney Vacation Club	disneyvacationclub.com
Disney Cruise Line	disneycruise.com
Adventures by Disney	adventuresbydisney.com

Theme Park Opening Dates

Date	Park	Location
July 1955	Disneyland Park	Anaheim, California
October 1971	Magic Kingdom	Lake Buena Vista, Florida
October 1982	Epcot	Lake Buena Vista, Florida
April 1983	Tokyo Disneyland	Urayasu, Chiba, Japan
May 1989	Disney's Hollywood Studios	Lake Buena Vista, Florida
April 1992	Disneyland Park	Marne-la-Vallée, France
April 1998	Disney's Animal Kingdom	Lake Buena Vista, Florida
February 2001	Disney California Adventure	Anaheim, California
September 2001	Tokyo DisneySea	Urayasu, Chiba, Japan
March 2002	Walt Disney Studios Park	Marne-la-Vallée, France
September 2005	Hong Kong Disneyland	Lantau Island, Hong Kong, China
Under construction	Shanghai Disneyland	Pudong District, Shanghai, China

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	July 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	924 ¹
Disney's Animal Kingdom Villas	July 2007	449
Bay Lake Tower at Disney's Contemporary Resort	August 2009	295
The Villas at Disney's Grand Californian Hotel & Spa	September 2009	50
Aulani, a Disney Resort & Spa, Ko Olina, Hawai'i	August 2011	207 ²
TOTAL		3,267

¹ Disney's Saratoga Springs Resort & Spa includes 60 2-bedroom equivalent Treehouse Villas which opened in June 2009

² Aulani is opening in phases, with 207 2-bedroom equivalent villas completed as of September 29, 2012, and an additional 274 scheduled to open, for a total of 481. The resort also has a total of 359 traditional hotel rooms

Note: In addition, the Company expects to open a vacation club property at Disney's Grand Floridian Resort at Walt Disney World Resort in late 2013



Walt Disney Parks and Resorts Fact Sheet

(All figures are approximations as of end of Fiscal Year 2012)

Business Unit	Opened	Resort Size (Acres) (a)	# of Hotels / Venues (b)	# of Hotel Rooms
Walt Disney World Resort		25,000 (c)	18 (d)	23,500 (e)
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	1997			
Disneyland Resort		510 (f)	3	2,400
Disneyland Park	1955			
Disney California Adventure	2001			
Aulani, a Disney Resort & Spa	2011	21	1	359 (g)
Disneyland Paris (h)		5,510 (c)	7	5,800
Disneyland Park	1992			
Walt Disney Studios Park	2002			
Hong Kong Disneyland Resort (i)	2005	311 (c)	2	1,000
Shanghai Disney Resort (j)	Under Construction	963	2	1,220
Tokyo Disney Resort (k)		494	3	1,712
Tokyo Disneyland	1983			
Tokyo DisneySea	2001			
Disney Vacation Club	1991	N/A	11 (l)	3,267
Disney Cruise Line				
Disney Magic	1998	964 ft.	N/A	877
Disney Wonder	1999	964 ft.	N/A	877
Disney Dream	2011	1,115 ft.	N/A	1,250
Disney Fantasy	2012	1,115 ft.	N/A	1,250
Adventures by Disney	2005	N/A	24 (m)	N/A
Walt Disney Imagineering	1952	N/A	N/A	N/A
TOTAL Hotels Built: 45				
TOTAL Hotel Rooms Built (excl. Cruise Staterooms): ~38,000				

(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 Hongkong International Theme Parks Limited

(c) Total acreage, including undeveloped land

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

(e) Excludes the approximately 800 campsites at Disney's Fort Wilderness Resort & Campground

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

(g) Represents hotel rooms only. The resort is also home to a 481 unit Disney Vacation Club facility that is being constructed in phases

(h) 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

(i) The Walt Disney Company owns a 48% interest in the Hong Kong Disneyland Resort through Hongkong International Theme Parks Limited. A separate Hong Kong subsidiary of the Company is responsible for managing Hong Kong Disneyland Resort

(j) The Walt Disney Company has a majority stake in the management company and 43% ownership of Shanghai Disney Resort, which is under construction

(k) 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 not affiliated with The Walt Disney Company

(l) Includes the seven Disney Vacation Club properties at the Walt Disney World Resort, one property at Disneyland Resort, and three beach resorts including Aulani, a Disney Resort & Spa, Ko Olina, Hawaii

(m) Adventures by Disney provided 24 specialized excursion packages during 2012



PARKS AND RESORTS

Domestic Theme Park Pricing (as of the end of Fiscal Year 2012)

Walt Disney World Resort

Base Ticket			Ticket Options			
Theme Park Days	Ages 10+	Ages 3-9	Park Hopper	Water Park Fun & More	Park Hopper and Water Park Fun & More	No Expiration
1-day	\$89	\$83	\$35	\$57 (2 visits)	\$79 (2 visits)	N/A
2-day	\$176	\$164	\$57	\$57 (2 visits)	\$79 (2 visits)	\$30
3-day	\$242	\$226	\$57	\$57 (3 visits)	\$79 (3 visits)	\$40
4-day	\$256	\$239	\$57	\$57 (4 visits)	\$79 (4 visits)	\$85
5-day	\$268	\$250	\$57	\$57 (5 visits)	\$79 (5 visits)	\$130
6-day	\$278	\$260	\$57	\$57 (6 visits)	\$79 (6 visits)	\$165
7-day	\$288	\$270	\$57	\$57 (7 visits)	\$79 (7 visits)	\$190
8-day	\$298	\$280	\$57	\$57 (8 visits)	\$79 (8 visits)	\$215
9-day	\$308	\$290	\$57	\$57 (9 visits)	\$79 (9 visits)	\$250
10-day	\$318	\$300	\$57	\$57 (10 visits)	\$79 (10 visits)	\$275

Disneyland Resort

Base Ticket			Ticket Options
Theme Park Days	Ages 10+	Ages 3-9	Park Hopper
1-day	\$87	\$81	\$38
2-day	\$170	\$158	\$30
3-day	\$220	\$205	\$30
4-day	\$245	\$225	\$30
5-day	\$260	\$240	\$30



Key Businesses and Websites

Disney Licensing	
Disney Publishing Worldwide	
Disney Books	disneybooks.com
Disney Digital Books	disneydigitalbooks.com
	disneybookapps.com
Disney English	disneyenglish.com
Disney Magazines	disneymagazines.com
Disney Store	disneystore.com
Disney Baby Einstein	babyeinstein.com



Business Websites

Broadcast	
ABC Television Network	abc.com
ABC Daytime	abc.com/daytime
ABC News	abcnews.com
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	espn.com
ESPN3	espn3.com
ESPN Mobile Properties	espnmobile.com
ESPN Boston	espnboston.com
ESPN Chicago	espnchicago.com
ESPN Dallas	espendallas.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
	espncricinfo.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 Junior	disneyjunior.com
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
SOAPnet	soapnet.com
Radio Disney Network	radiodisney.com

ABC Owned Television Stations

Market	Station
New York, NY	WABC
Los Angeles, CA	KABC
Chicago, IL	WLS
Philadelphia, PA	WPVI
San Francisco, CA	KGO
Houston, TX	KTRK
Raleigh-Durham, NC	WTVD
Fresno, CA	KFSN

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
Disney Junior	100
Disney XD	100
ABC Family	100
SOAPnet	100
AETN	
A&E	50
Lifetime Television	50
The History Channel	50
Lifetime Movie Network	50
The Biography Channel	50
History International	50
Lifetime Real Women	50



Cable Subscribers

Disney Channel (a)		
Territory	9/29/12 estimated # subscribers (in millions)	10/1/2011 estimated # subscribers (in millions)
United States	98.2	98.8
Latin America	39.4	33.6
India	10.1	8.4
United Kingdom	11.3	9.1
Italy	4.6	5.1
Taiwan	6.1	6.0
France	19.2	16.9
Japan	6.0	5.7
Scandinavia (b)	4.9	4.8
Poland	6.6	6.4
Romania (c)	5.8	5.3
Hungary/Czech/Slovakia/Slovenia	4.3	4.1
Asia (d)	3.7	3.4
Australia (e)	2.6	2.6
Germany	3.0	2.6
Korea	8.8	6.1
South Africa	2.8	1.9
Russia (f)	0.0	6.2
Portugal	2.5	2.3
Israel	1.1	1.1
Turkey (f)	0.0	1.5
Benelux	8.5	6.6
Serbia	1.2	1.0
Ukraine (c)	0.8	0.4
Middle East	0.5	0.4
Angola	0.6	0.2
Malta	0.5	0.5
International Sub-Total	154.9	142.2
Worldwide Total	253.1	241.0

(a) United States reflects estimated subscriber counts according to Nielsen Media Research; International Disney Channels reflect reported subscribers.

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

(c) Ukraine was previously reported under Romania.

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

(e) Numbers include New Zealand.

(f) Russia and Turkey became free to air in January 2012.

(g) ESPN and AETN based on estimated U.S. subscriber counts according to Nielsen Media Research, except as noted. Our ownership interest in ESPN and AETN is 80% and 50%, respectively. ESPN and A&E programming is also distributed internationally through other networks.

(h) ESPNU, Lifetime Real Women, Disney XD International and Disney Jr. International based on reported subscribers. Toon Disney, which used to be included in Disney XD international, was shut down in Q1 FY12.

(i) Represents estimated broadband subscribers for September 2012 and September 2011 for the current and prior periods, respectively.

(j) Based on estimated U.S. subscriber counts according to Nielsen Media Research.

(k) H2 channel launched in Oct '11 (previously branded as History Int'l).

ESPN (g) (h)			
Channel	9/29/12 # Nielsen Households (in millions)	10/1/11 # Nielsen Households (in millions)	
ESPN	98.2	98.6	
ESPN2	98.1	98.5	
ESPNEWS	74.3	73.3	
ESPNU (h)	73.3	71.9	
ESPN Classic	31.2	32.6	
ESPN3(i)	73.0	70.0	

AETN (g)			
Channel	9/29/12 # Nielsen Households (in millions)	10/1/11 # Nielsen Households (in millions)	
A & E Channel	98.4	99.1	
Lifetime Television	98.4	98.9	
HISTORY	98.2	98.7	
Lifetime Movie Network	84.2	82.1	
The Biography Channel	68.6	65.4	
H2 (k)	67.9	64.2	
Lifetime Real Women (h)	15.6	17.5	

Other Cable Properties			
Channel	9/29/12 # Nielsen Households (in millions)	10/1/11 # Nielsen Households (in millions)	
ABC Family (i)	96.8	97.5	
Disney XD International (h)	95.3	87.3	
Toon Disney (h)	0.0	3.4	
Disney XD Domestic (i)	79.8	78.1	
SOAPnet (i)	66.1	73.8	
Disney Jr. International (h)	73.0	57.9	
Hungama	10.1	8.4	
Disney Cinemagic	11.1	11.6	
UTV	1.7	0.0	

Key Business Websites

Disney Interactive Games	disneyinteractivestudios.com
Disney Interactive Media	disney.com
Disney Video	video.disney.com
Disney on YouTube	youtube.com/disney
Disney Interactive Family	
Babble	babble.com
Spoonful	spoonful.com
Disney Baby	disneybaby.com
Baby Zone	babyzone.com
Disney Interactive Worlds	
Club Penguin	clubpenguin.com
Disney Fairies Pixie Hollow	pixiehollow.com
Disney Mobile Games	facebook.com/disney mobile
Playdom	playdom.com

Game Development Studios

Studio	Acquisition Date
Avalanche Software	4/19/2005
Gamestar	4/8/2008
Wideload Games	9/8/2009
Tapulous	7/1/2010
Playdom	7/27/2010

Disney Interactive Studios FY12 Release Slates

Core Games			
In Store Date	Title		Platform
Q1			
10/25/2011	Disney Universe		PS3 X360 Wii PC
11/1/2011	Cars 2		3DS
Q3			
6/19/2012	Brave		PS3 Wii X360 PC DS PSP
Q4			
7/31/2012	Kingdom Hearts Dream Drop Distance*		3DS
9/11/2012	Finding Nemo: Escape to the Big Blue		3DS
9/25/2012	Disney Princess: My Fairy Tale Adventure		Wii 3DS PC Mac
* Released by Square Enix			
Social Games			
Q2			
2/22/2012	Blackwood & Bell Mysteries		Facebook
2/23/2012	Hidden Objects: Gardens of Time		iOS
2/29/2012	Marvel: Avengers Alliance		Facebook
Q3			
4/10/2012	Disney Animal Kingdom Explorers		Facebook
4/18/2012	Armies of Magic		Facebook
5/22/2012	Botkin's Hidden Cove		Facebook
6/7/2012	Disney's Ghosts of Mistwood		Facebook
Q4			
8/2/2012	Threads of Mystery		Facebook
8/13/2012	Mobsters: Criminal Empire		Facebook
Mobile Games			
Q1			
9/30/2011	Cars 2 AppMATes		iOS (Free)
10/7/2011	Pirates of the Caribbean: Master of the Seas		iOS / Android (Free)
11/17/2011	Tap Tap Muppets		iOS (Free)
Q3			
6/14/2012	Temple Run: Brave		iOS / Android
6/28/2012	Where's My Perry?		iOS / Android
Q4			
7/12/2012	Tap Tap Revenge: Tour		iOS (Free)
9/6/2012	Avengers Initiative: Hulk		iOS / Android



COMPANY HISTORY

November 7, 2012

ESPN Sells ESPN STAR Sports

Disney sells its 50% equity interest in ESPN STAR Sports (ESS) to the joint venture partner of ESS for \$335 million.



October 30, 2012

Disney Announces Agreement to Acquire Lucasfilm Ltd.

Disney agrees to acquire Lucasfilm Ltd, including Star Wars franchise. The acquisition is completed on December 21, 2012.



October 5, 2012

Disney Increases Stake in Hulu

Hulu redeems Providence Equity Partners' 10% interest increasing Disney's ownership interest from 29% to 32%.



August 22, 2012

Disney Increases Stake in AETN

Disney's ownership interest in AETN increases from 42.1% to 50% as a result of AETN's redemption of NBCUniversal's 15.8% equity interest in AETN.



May 31, 2012

Alan Horn Named Chairman of The Walt Disney Studios

Alan Horn is named Chairman of The Walt Disney Studios, effective June 11.



March 13, 2012

John Pepper Retires From Disney Board

John Pepper, director since 2005 and Chairman of the Board since 2007, retires. Bob Iger is elected Chairman in his place.





COMPANY HISTORY

January 31, 2012

Disney Agrees to Acquire UTV

Disney agrees to acquire, through a subsidiary, a controlling interest in UTV, one of India's premier media and entertainment companies.



November 22, 2011

John Skipper is Named President of ESPN

ESPN's executive vice president, content, John Skipper, is named ESPN President and Co-Chairman Disney Media Networks, effective January 1, 2012.



October 7, 2011

Disney's Board of Directors Extends Contract to 2016 for Robert A. Iger

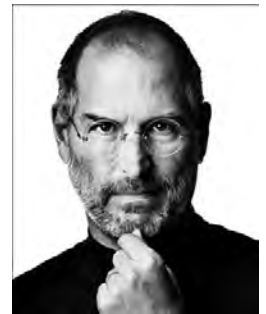
Disney's Board of Directors announces an extension of Bob Iger's contract through June 2016 as part of the company's ongoing succession planning.



October 5, 2011

Steve Jobs Passes Away

Visionary business leader, and Disney board member, Steve Jobs, passes away.



September 20, 2011

AVATAR Coming to life at Disney Parks

Disney Parks and Resorts announces an agreement with filmmaker James Cameron and Fox Filmed Entertainment to bring the world of AVATAR to life at Disney parks.



September 9, 2011

New President of Disney Consumer Products

Robert Chapek is named President of Disney Consumer Products. Chapek will oversee a newly formed companywide consumer products organization, which consolidates retail and licensing across Disney's lines of business.



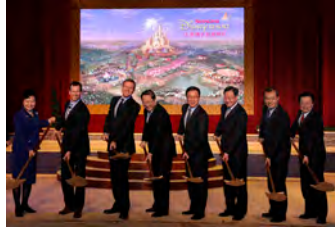


COMPANY HISTORY

April 08, 2011

Shanghai Disney Resort Groundbreaking

The Walt Disney Company and Shanghai Shendi Group, its joint venture partner in China, mark the start of construction on the first Disney resort in mainland China at a groundbreaking ceremony.



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 and becomes the only animated film to reach this milestone.



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 27, 2010

Disney Acquires 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 27, 2010.



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.



August 31, 2009

Disney Acquires 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.





COMPANY HISTORY

August 27, 2009

A&E Television Networks Acquires 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 is finalized on September 15, 2009.



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.



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. Aulani officially opened its doors in August 2011.





COMPANY HISTORY

May 1, 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.



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.

John Pepper retired on March 13, 2012.





COMPANY HISTORY

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.

May 5, 2006

Disney Acquires Pixar

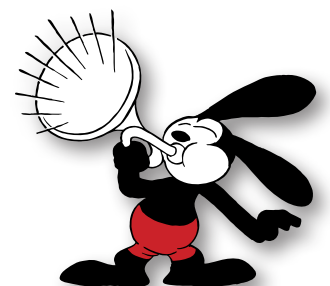
The Walt Disney Company completes its acquisition of renowned computer animation leader, Pixar.



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.





COMPANY HISTORY

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 Company's sixth CEO.

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.

February 25, 2005

Disney Sells Mighty Ducks of Anaheim

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





COMPANY HISTORY

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.



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.





COMPANY HISTORY

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.

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 in March 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.



COMPANY HISTORY

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.



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 Cap Cities/ABC on July 31, 1995.

September 6, 1994

Disney Theme Parks Pass a Milestone

Disney theme parks welcome their one-billionth guest.

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.





COMPANY HISTORY

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 Premieres at WDW

The Disney-MGM Studios Theme Park (later renamed Disney's Hollywood Studios) opens 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.



COMPANY HISTORY

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

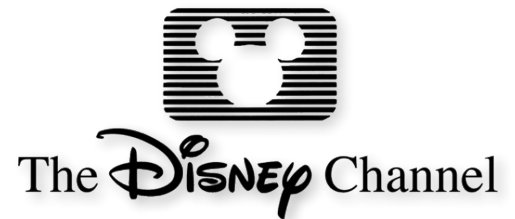
Disney Enters a New Era

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

April 18, 1983

Disney Channel Debuts

Disney Channel first broadcasts cable television programming.



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.





COMPANY HISTORY

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.



COMPANY HISTORY

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

The Mickey Mouse Club first airs on ABC.



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.

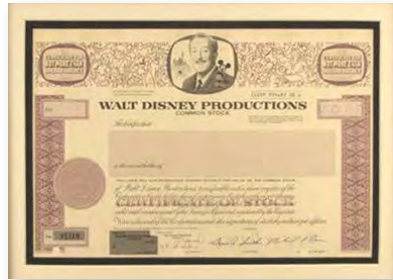


COMPANY HISTORY

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

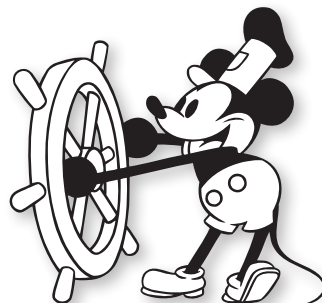
The Disney Brothers partnership is replaced by Walt Disney Productions, Ltd.; Walt Disney Enterprises; Liled Realty and Investment Company; and the Disney Film Recording Company.



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 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.

February 1, 2013