



PLAYHOUSE DISNEY

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Playhouse Disney Fact Sheet

Playhouse Disney, part of Disney Channels Worldwide, is a learning-focused channel and/or programming block for preschoolers age 2-5 and their parents/caregivers. It is available in more than 120 countries worldwide and as a daily programming block in the U.S. Playhouse Disney showcases new, original characters and classic Disney favorites.

Reach:

In the U.S., the daily Playhouse Disney programming block is available in more than 97 million homes on Disney Channel. Playhouse Disney is also one of the fastest growing international preschool channels in the world. Playhouse Disney channels are in France, Germany, Spain, the UK, Italy and the Middle East. In Asia Pacific, Playhouse Disney channels are seen in Australia, Hong Kong, Indonesia, Malaysia, New Zealand, Philippines, Singapore and South Korea.

Performance (U.S.):

A key competitive player each week during 2008, Playhouse Disney's "Mickey Mouse Clubhouse" ranked among U.S. cable's Top 10 scripted series for the year in Kids 2-5.

Programming:

Popular Playhouse Disney series include the hits "Mickey Mouse Clubhouse," "Handy Manny," "My Friends Tigger & Pooh," "Imagination Movers" and "Little Einsteins." Upcoming series include "Special Agent Oso."

Additional Programming Platforms:

In addition to offerings on basic cable TV, Playhouse Disney programming is currently available via subscription video-on-demand on several U.S. cable television systems and mobile devices. Episodes of Playhouse Disney series are available to U.S. consumers for purchase through Apple's iTunes Music Store. The Playhouse Disney programming block is available with Disney Channel in HD across Time Warner Cable and DirectTV platforms.