



ABC STUDIOS

500 South Buena Vista Street, Burbank, CA 91521-4589

Contact: Hope Hartman
818 460 6360

ABC Studios Fact Sheet

ABC Studios is a leader in the development, production and strategic distribution of entertainment content across television and emerging digital platforms. As a key content driver for the Disney-ABC Television Group, the studio has produced four consecutive seasons of hit programming. Multiple seasons of primetime series such as “Lost,” “Desperate Housewives,” “Grey’s Anatomy,” “Ugly Betty” “Army Wives” and “Criminal Minds,” have fed the company’s distribution pipelines worldwide with programming and related product lines.

New & Returning Series:

The studio’s impressive slate of programming for network and cable distribution for the 2008-09 season includes a record 16 returning series, maintaining its stronghold as the No. 1 studio in returning primetime series. Returning favorites include “According to Jim,” “Army Wives,” “Brothers & Sisters,” “Criminal Minds,” “Desperate Housewives,” “Ghost Whisperer,” “Grey’s Anatomy,” “Lost,” “Private Practice,” “Reaper,” “Samantha Who?,” “Scrubs” and “Ugly Betty.” In the 2007-08 Season, ABC Studios produced four of Primetime’s Top 25 Shows, more than any other studio. In addition the studio continues to produce late night’s growing sensation, “Jimmy Kimmel Live.”

ABC Studios debuts five new programs, including CBS’ fall comedy “Gary Unmarried.” Premiering on cable are the Steven Bochco drama “Raising the Bar” on TNT and the female-empowering drama “Samurai Girl” on ABC Family. Marking the studio’s first foray into first-run syndication is the drama series “Legend of the Seeker,” from Sam Raimi and Rob Tapert, and based on the bestselling novels by Terry Goodkind. The studio is in production on an additional 10 pilots for broadcast consideration for the 2008-09 season.

Promotional and Monetized Derivatives:

ABC Studios continues to capitalize on growing consumer demand for entertainment product by leveraging the success of its hit franchises into licensing and merchandising opportunities across a variety of media. The studio has built an infrastructure to develop short and long term franchise strategies that launch, build, extend and sustain the life of the product to build brand awareness and deliver revenues.

As one example, “Lost’s” brand extension to date has included board games, action figures, toys, official magazine, companion book, calendar, soundtracks, clothing, video games, mobile episodes, ringtones, wallpaper and games; DVDs, full-episode player; and emerging platforms such as iTunes and X-Box. Additionally, the “Lost” original score was performed live in concert by the Honolulu Symphony Orchestra. For the original “Lost” mobile series “Missing Pieces,” ABC Studios finalized groundbreaking partnerships with the WGA, SAG and DGA to produce the series of intimate character moments that premiered on Verizon in November 2007 leading up to the fourth season launch of “Lost.”

(continued)

ABC Studios Fact Sheet (cont.)

Promotional and Monetized Derivatives (cont.):

Expansion of ABC Studios programming brands through the production of localized versions is a key component of Disney's strategy to create long-term value by building global franchises that leverage strong brands and high-quality content across businesses and multiple territories and platforms. Such efforts have created new opportunities with terrestrial broadcasters worldwide. Localized versions of "Desperate Housewives" were produced in Latin America in Spanish and Portuguese, for broadcast in Argentina, Ecuador, Colombia, Brazil and for the US Hispanic market via Univision. Marking a trend of reverse exporting, the tailor-made U.S. Hispanic version was licensed to TV Azteca in Mexico. The success of the "Desperate Housewives" localized versions in ratings performance and the relationships built with terrestrial broadcasters has opened doors for new opportunities including the recently announced upcoming format productions for "Grey's Anatomy" and "Brothers & Sisters" in Colombia.

In the DVD market, ABC Studios has capitalized on increased consumer interest in episodic programming by launching box sets of their hit programming. TV series on DVD are sold in all major markets worldwide with 43 different languages; there are more than 134 active product configurations of ABC Studios programming sold around the world. Currently ABC Studios boasts three of the recent top-selling TV franchises worldwide with "Lost," "Grey's Anatomy" and "Desperate Housewives." "Lost" Season 3 was the No. 1 release of 2007.

In addition, the studio continues to develop strategic partnerships in such emerging technology sectors as wireless, e-commerce, broadband and video-on-demand, delivering a broad range of content directly to fans worldwide. In unique collaborative initiatives with partners such as Apple in the US, UK, France and Germany, and broadcaster-owned, telco-owned and independent new media platforms in all major international markets, episodes of many ABC Studios series are available to consumers worldwide for download and on-demand viewing.