



DISNEY CHANNELS WORLDWIDE

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Disney Channels Worldwide Fact Sheet

Disney Channels Worldwide is a global portfolio of 98 kid-driven, family inclusive entertainment channels and/or channel feeds available in 167 countries and in 32 languages. The platform brands are Disney Channel, Disney XD, Playhouse Disney, Disney Cinemagic, Hungama, Jetix and Radio Disney. The group's multiplatform strategy includes subscription video-on-demand and content-rich broadband websites PlayhouseDisney.com, DisneyXD.com, Jetix.tv and DisneyChannel.com -- which ranks as the No. 1 kids entertainment website among Kids 6-14 in the U.S. Disney Channel content is distributed through cable, satellite and digital terrestrial television channels, and via a strategic partnership with Disney-ABC-ESPN Television to third party broadcasters across the globe. Disney Channel properties continue to rapidly expand into new markets across the world, playing a key role in introducing the Disney brand to new consumers.

About Disney Channel:

Disney Channel is a 24-hour kid-driven, family inclusive television network that taps into the world of kids and families through original series and movies. It is currently available on basic cable in more than 97 million U.S. homes and to millions of other viewers on Disney Channels and free-to-air broadcast partners around the world.

Performance:

For July 2009, Disney Channel was TV's No. 1 network in Total Day for the second consecutive month among Kids 6-11 and for the fourth among Tweens 9-14. July 2009 was also Disney Channel's second-most-watched month in Total Viewers, Kids 6-11 and Tweens 9-14, and was the top ranked July on record among these key demographics.

Disney Channel Programming:

Geared towards kids ages 6-14 and their families, Disney Channel's original series and movies cross cultural and geographic barriers, acting as an ambassador for The Walt Disney Company to young viewers and families worldwide. Its global phenomenon, the Disney Channel Original Movie "High School Musical" has been seen by more than 290 million viewers around the world, was 2006's No. 1 album and the fastest-selling DVD of a TV movie ever. More than 18 million U.S. viewers tuned in for the debut of the sequel, "High School Musical 2," making it the No. 1 cable telecast of all time and television's No. 1 telecast among Kids 6-11. It has now been seen by more than 300 million total viewers worldwide. The Disney Channel Original Movie "High School Musical East Meets West" is scheduled to debut in 2010.

Disney Channel live-action and animated series include hits "JONAS," "Sonny With A Chance," "The Suite Life on Deck," "Wizards of Waverly Place," "Hannah Montana," and "Phineas and Ferb." Short-form series include "As the Bell Rings," "Brian O'Brian" and "Pass the Plate," an interstitial series designed to help kids and families understand more about healthy foods.

continued

Disney Channels Worldwide Fact Sheet (cont.)

Free TV Disney-Branded Programming:

In addition to Disney Channel cable TV presence in territories worldwide, each week more than 300 hours of Disney branded programming, consisting of more than 80 regularly scheduled Disney-branded blocks and numerous stand-alone programs, is broadcast on terrestrial television affiliates.

Additional Programming Platforms:

In addition to offerings on basic cable and broadcast TV, Disney Channel and Playhouse Disney programming is currently available via subscription video-on-demand on several U.S. cable television systems and mobile devices. The Disney/ABC Television Group began streaming full-length and short-form episodes of Disney Channel programming, free and on-demand through DisneyChannel.com. In the U.S., online episodes of select series are available in six languages. In addition, episodes of hit series and several Disney Channel Original Movies are available to U.S. consumers for purchase through Apple's iTunes Music Store. Disney Channel HD, a high-definition simulcast of Disney Channel, was launched in 2008 and is currently distributed by a number of multichannel operators including Time Warner, Cox Communications and DirecTV.

Franchises:

Responding to a growing demand from consumers seeking to further connect with their favorite TV series and stars, Disney Channel continues to develop hit programming that creates opportunities for other lines of business at The Walt Disney Company, including Studio and Home Entertainment, Parks and Resorts, Walt Disney Records, Consumer Products, Interactive and Online. Franchises for "High School Musical," "Hannah Montana," "Mickey Mouse Clubhouse," "Camp Rock" and "Handy Manny" among others include interactive shows at Disney's parks and resorts, fast-selling apparel, books, DVDs, CDs, games and consumer electronics.

Editor's Note: A channel is defined by a separate visual feed or a targeted dedicated language feed. If there are two or more languages in the same country or countries with the same visual feed, it is considered one channel.

Source: Nielsen Media Research, 7/1-7/30/09 -- Live+7 blended with Live+SD where available.