



FACT SHEET

Overview

Imagine a snow-covered wonderland populated by colorful, animated penguins. A virtual playground where millions of children from around the globe gather online to interact with friends, explore, play games and let their imaginations soar. Club Penguin is that place.

Create a penguin and waddle around the island of Club Penguin, engaging in a variety of fun and imaginative activities. Chat with your friends, join an ice hockey game or participate in a friendly snowball fight. Don a costume and take the leading role in the latest stage play or test your pizza-making skills at the Pizza Parlor. There's always something exciting happening in the Club Penguin virtual world, with new content, such as games and theme parties, added every week. And you can use the coins you earn through game play to design the perfect igloo and create hundreds of outfits for your penguin.

With its continually evolving content, third-party advertising-free environment and proven commitment to safety, the virtual world of Club Penguin™ offers fun for kids and peace of mind for parents.



Key Features

- **Play Games** – Club Penguin's single and multi-player games are fun for all ages. By playing games, players accumulate coins they can use to buy items to dress up their penguin and design their igloo. Virtual coins can also be donated to show support for Club Penguin's charitable/community initiatives and special campaigns.
- **Learn and Grow** – On Club Penguin, children practice reading, develop keyboarding skills and participate in creative role-playing. By accumulating and spending their virtual coins Club Penguin players practice math and learn about money management.

- Explore and Create – Club Penguin is packed with surprises, secrets, and seemingly endless opportunities to explore and be creative.
- Chat - Club Penguin offers two chat options: Ultimate Safe Chat limits what users can say to a predefined menu of greetings, questions and statements, as well as emotes, actions and greeting cards. When it comes to chatting, these users can only see other Ultimate Safe Chat messages. Standard Safe Chat allows players to type their own messages. Every message is filtered and monitored by a group of trained staff to allow only pre-approved words and block attempts to communicate a phone number or other personally identifiable information.
- Become a Member – Club Penguin is free to play, but special features such as priority access, exclusive parties and opportunities to create, discover and play in new and exciting ways require a membership. Memberships cost \$5.95 per month, but reduced rates are available with six-month or one-year subscriptions. By financing our operations through paid subscription memberships, Club Penguin can maintain its commitment to creating a fun and safe online entertainment experience with no third-party advertising.
- Join a Community – The Club Penguin virtual world belongs to the children who play there. Players are encouraged to be stewards of the island and can apply to be tour guides or secret agents, who get access to special items and secret mission adventures.

Background

In March 2005, the founders of Club Penguin set out to create an ad-free, virtual world where children could play games, have fun and interact. As Internet specialists and parents, they wanted Club Penguin to be a place they'd feel comfortable letting their own children and grandchildren visit.

After months of consultation, research and testing, Club Penguin opened to the public in October 2005. Thanks to great reviews from players and parents, word quickly spread. In August 2007, Club Penguin joined the Walt Disney Company in a partnership designed to provide access to unprecedented resources and unique development opportunities. Club Penguin is privileged to be part of the Walt Disney Company, which shares its unwavering commitment to creating a fun and safe online entertainment experience for children and families.

Club Penguin is passionate about community engagement and works hard to foster a culture of giving, both in the virtual world of Club Penguin and within the company. Club Penguin, a division of Disney Online, is headquartered in Kelowna, British Columbia, Canada and is available to play in English, Portuguese, French and Spanish.

For additional information and assets, contact:

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