

DIMG Overview:

Disney Interactive Media Group (DIMG), the interactive entertainment affiliate of The Walt Disney Company, creates immersive, connected, interactive experiences across console, online, mobile and social network platforms to entertain and inform audiences around the globe. DIMG's mission is to deliver Disney content to fans, whenever and wherever they want it, through numerous interactive media platforms.

Disney Interactive Media Group operates five global product groups: **Disney Interactive Studios** produces console and handheld video games for the Nintendo Wii™, Nintendo DS™, PlayStation®Portable, Xbox 360® video game and entertainment systems, PLAYSTATION®3 computer entertainment system, and the personal computer; **Disney Online** produces Disney.com and a portfolio of leading lifestyle websites for families, including Family.com; **Disney Online Studios** develops online virtual worlds, providing connected game-play experiences for children around the globe; **Disney Mobile** brings the best of Disney content to the mobile web, smart phone applications, and mobile games; in addition, DIMG manages a Disney-branded mobile phone service in Japan in association with Softbank; and **Playdom** produces best-in-class content for the rapidly growing platform of casual games on emerging platforms and social networks such as Facebook and MySpace.

All five product groups work together to create a variety of connected, multi-platform entertainment experiences.

Disney Interactive Studios creates, publishes, and distributes award-winning, innovative interactive games. A top game publisher, Disney Interactive Studios offers games based on popular Disney franchises and new properties, across multiple video game platforms.

Disney Online is the online and mobile web gateway to everything Disney. Designed for and enjoyed by kids and parents alike, Disney Online offer comprehensive access to Disney movies, television, games, music, travel, shopping and live events. Disney Online's Mom and Family Portfolio, a group of leading lifestyle sites, produces the #1-ranked community-family and parenting web destinations that provide inspiration and ideas for parents on a variety of topics important to today's families.

Disney Online Studios produces immersive, online virtual worlds for kids and families, filled with games, adventures, parties, and special events. Guided by an unwavering commitment to safety and creativity, Disney Online Studios' virtual worlds offer continuously updated content and endless hours of online fun in rich, story-based environments with properties such as *Disney Club Penguin*, the #1 kids' virtual world destination and the newly launch *World of Cars Online*, based on the popular Disney*Pixar franchise.

Disney Mobile creates new entertainment experiences that tap into the exploding popularity and unique functionality of smart phones and other mobile devices. Through the Tapulous and Disney brands, Disney Mobile offers an unparalleled line-up of high-quality, popular mobile entertainment content for all ages, including music-based games, casual games, franchise apps, digicomics, and informational apps.

Playdom produces a diverse portfolio of casual games for the rapidly growing platform of social networks, including Facebook and MySpace. With over 47 million monthly users and #1 rated games, Playdom is one of the fastest-growing social game developers, offering high quality community entertainment experiences.