



FOR IMMEDIATE RELEASE

CLUB PENGUIN VOTED BEST WEBSITE FOR 8-11-YEAR OLDS

Australian parents choose Club Penguin for Kidspot Best of Award

KELOWNA, BC – December 4, 2008 – Club Penguin, one of the largest and fastest-growing virtual worlds for children, has been voted the best website for kids aged 8-11 years. The inaugural Kidspot (www.kidspot.com.au) survey, which collected votes and feedback from more than 1500 parents across the country, was conducted by the leading parenting website of the same name.

The news that Club Penguin was chosen to win Kidspot's Best of Award for 2008 comes less than four months after the popular snow-covered virtual playground opened an office in Sydney as part of its continuing efforts to protect Australian children's interests and online safety by providing local customer support, payment options and moderation.

"Kidspot is a trusted website that Australian parents go to for unbiased, informed advice so we're obviously pleased to be singled out for this award," says Club Penguin's Australian head Robb Beeston. "Our partnership with parents is a critical aspect in our ongoing commitment to creating a fun and safe online experience and it's always great to hear from mums and dads who like what we're doing and whose kids are enjoying Club Penguin."

Parents who participated in the Kidspot survey were encouraged not just to vote, but also to add their comments. Some examples of why parents said they chose Club Penguin are:

"Because it's a fun and safe place for kids to meet other kids and play together. My kids meet up with school friends and have a ball. It gives them common conversation topics at school as well which boosts their confidence."

"The girls had so much fun playing it."

"A fun, harmless, interactive site which allows me to cook and clean in peace while children are entertained."

Katie May, founder and CEO of Kidspot is confident this inaugural survey will become a permanent fixture and must-read for all Australian parents.



Suite 500 – 1628 Dickson Avenue
Kelowna, BC V1Y 9X1 CANADA
www.clubpenguin.com

“We have had a great response to our annual survey and we will be running it each year,” she says. “With more than 550,000 parents logging onto Kidspot each month, the survey is a key indicator of what mums and dads out there are thinking. Congratulations to Club Penguin and all of the deserving winners. The parents of Australia have spoken.”

The entire list of winners can be accessed at
www.kidspot.com.au/article+1616+2+Kidspot-Best-of-Awards-2008.htm

Club Penguin is a virtual land of ice and snow where kids can play games, chat and hang out with friends in the guise of colourful, penguin avatars. Thanks to its rich, imaginative play environment, sophisticated filtering system and team of highly-trained, live onsite moderators, Club Penguin has become a trusted provider of online fun for families around the world.

About Club Penguin

Club Penguin (www.clubpenguin.com), a division of Disney Online and part of the Disney Interactive Media Group, provides one of the largest and fastest-growing virtual worlds for children. Club Penguin is free to use and enjoy, however a subscription membership provides access to additional features that enhance the play experience. The Club Penguin virtual world, which contains no third-party advertising, works to provide a fun and safe online experience through the use of sophisticated filtering technology and a team of highly trained moderators. Club Penguin is headquartered in Kelowna, British Columbia, Canada and maintains operations in Brighton, England, Sydney, Australia and Sao Paulo, Brazil.

FOR MORE INFORMATION CONTACT

media@clubpenguin.com