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www.clubpenguin.com

FOR IMMEDIATE RELEASE

NEW CONSUMER PRODUCTS EXTEND CLUB PENGUIN™ OFFLINE

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Popular virtual world marks third anniversary with new toys and unique party

New York, NY - October 24, 2008 – Club Penguin™, one of the largest and fastest-growing virtual worlds for children, today celebrated its third anniversary by hosting a massive online/offline party and launching a much-anticipated line of new consumer products.

The new products bring to life the characters and environments found in Club Penguin, the popular, snow-covered virtual world where children can explore, play games and interact with friends in the guise of colorful, animated penguin avatars. The new toy line includes collectible plush, mini-figures and playsets that come with a code for kids to redeem virtual items on clubpenguin.com. A limited assortment of home furnishings, books and apparel is also available, and a Nintendo DS™ game is planned for release this holiday season.

The *Club Penguin* virtual world is visited by millions of children around the globe and is valued by parents for its proven commitment to safety. The company recently opened international offices in the United Kingdom, Australia, and Brazil to provide additional support and moderation to fans there. As the virtual world's popularity has grown, so has demand for products.

"*Club Penguin* is all about the kids, and they've been asking us to come up with new ways they can experience the fun and creativity of the *Club Penguin* world since we launched the site in 2005," pointed out co-founder and general manager Lane Merrifield, who also heads up development of virtual worlds for the Disney Interactive Media Group. "Every item we're launching comes from the requests our audience has sent in. We're really excited about these new products, and it's great that we can celebrate our third anniversary by delivering more of what our fans want."

To help launch the new product line and mark three years of entertaining children and families online, *Club Penguin* hosted a huge online/offline party today with special activities simultaneously at clubpenguin.com and in New York City at Toys"R"Us Times Square.

The all new *Club Penguin* toys are available at Toys"R"Us stores nationwide as well as the *Club Penguin* shop online, Disneyshopping.com, Disney Stores nationwide and Disney Theme Parks.

Mirroring the collectible play pattern from the site, the toy line will introduce a new plush figure every eight weeks, including one based on the elusive and much sought-after Captain Rockhopper character. Each item in the limited-edition toy line includes a coin imprinted with a code kids can use to redeem virtual items on clubpenguin.com. The code gives kids the opportunity to access unique items not otherwise currently available to *Club Penguin* players. Both members and non-members can redeem the coins that accompany their *Club Penguin* toys.

“Internet toys are the hottest trend in the toy industry. Kids want to play with their toys online as well as in the real world. The *Club Penguin* toy line gives kids the best of both worlds,” said Chris Heatherly, vice president of technology and innovation, Disney Consumer Products. “The same humor, surprises, and sense of personalization that made *Club Penguin* an online success are engrained in these toys. Kids who love *Club Penguin* are going to love these toys just as much.”

The fall 2008 *Club Penguin* product line manufactured by Jakks Pacific includes:



The Club Penguin 6.5” Plush assortment brings *Club Penguin* characters to life with high quality, detailed costumes. Each *Club Penguin* 6.5” Plush includes a coin with a code to unlock items on clubpenguin.com. Suggested retail price: \$9.99.



In the *Club Penguin* world, Puffles are the penguins’ loveable pets. Now kids can have their very own with the **Club Penguin Puffle Plush**. Available in multiple colors, each *Club Penguin* Puffle Plush includes a coin with a code to unlock items online. Ages 4+; suggested retail price: \$5.99.



Kids can collect all their favorite penguin characters with the **Club Penguin 2” Mix ‘n Match Figures**. Each set includes two 2” Mix ‘n Match figures and a mini accessory. Mix ‘n match the penguin parts to interchange the costumes and create unique figure variations. Each *Club Penguin* 2” Mix ‘n Match Figure includes a coin with a code to unlock items on clubpenguin.com. Suggested retail price: \$5.99.



The **Club Penguin Igloo Playset** provides a home for the 2” Mix ‘n Match *Club Penguin* Figures. This playset features a moving dance floor and music just like on clubpenguin.com, as well as a shooting cannon with a basketball hoop to aim at! The *Club Penguin* Igloo Playset stores up to 15 figures and includes a coin with a code to unlock items online. Suggested retail price: \$29.99.



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Club Penguin: Elite Penguin Force for Nintendo DS allows players to go on new missions as agents of the Elite Penguin Force, utilizing familiar and all-new gadgets, accessories, disguises, vehicles and locations to investigate mysterious events in Club Penguin. Play exclusive new mini-games, including Snowboarding and Dance Challenge, as well as favorite *Club Penguin* online mini-games such as Cart Surfer, Jet Pack Adventure and Ice Fishing. Earn coins to spend in game or upload to online accounts. Download weekly newsletters and polls, along with new, seasonal missions. Suggested retail price: \$29.99.

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 offices and staff in Brighton, England, Sydney, Australia and Sao Paulo, Brazil.

About Disney Consumer Products

Disney Consumer Products and affiliates (DCP) is the business segment of The Walt Disney Company (NYSE: DIS) that extends the Disney brand to merchandise ranging from apparel, toys, home décor and books and magazines to foods and beverages, stationery, electronics and fine art. This is accomplished through DCP's various lines of business which include: Disney Toys, Disney Fashion and Home, Disney Food, Health & Beauty, and Disney Stationery. Other businesses involved in Disney's consumer products sales are Disney Publishing Worldwide, the world's largest publisher of children's books and magazines, and www.disneyshopping.com, the company's official shopping portal. The Disney Stores retail chain, which debuted in 1987, is owned and operated by Disney in North America and Europe. The Disney Stores chain in Japan is operated under a license agreement with Disney. For more information, please visit www.disneyconsumerproducts.com.



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