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CLUB PENGUIN SAYS “BIENVENIDOS” TO SPANISH SPEAKERS AROUND THE GLOBE

Popular children’s virtual world adds fourth language

Mexico City, Mexico, September 2, 2009 – Spanish speaking fans of Club Penguin can now waddle around, interact and play games in the popular, snow-covered virtual world in their own language.

The new Spanish version of the virtual world (www.clubpenguin.com/es/) is supported by native Spanish-speaking staff that understands the unique cultural references of the audience and can provide timely and responsive moderation and player support as well as local currency payment options.

Lane Merrifield, one of Club Penguin’s co-founders and executive vice president of Disney Online, was in Mexico City to announce the launch of the virtual world in Spanish.

“We have significant numbers of Spanish speakers who have been playing the English version of Club Penguin, so creating a Spanish version for them and other kids around the world was a logical step in our continuing efforts to support our diverse audience. Our hope is to give every child an opportunity to experience the fun and creativity of Club Penguin in their native language,” says Merrifield.

The addition of Spanish brings the number of languages featured on Club Penguin to four. After launching in English in 2005, the online playground added Portuguese in November 2008, followed by French in March 2009.

“Portuguese was not only the first non-English version of Club Penguin but the first version of this virtual world in a local language in Latin America. The Spanish version lets us expand within the vast Hispanic world across Latin America, Spain and the US Hispanic community, reaching more players in their own language than ever before,” says Diego Lerner, President of The Walt Disney Company for Europe, Middle East, Africa and Latin America. “Club Penguin’s commitment to maintaining a fun and safe online entertainment experience is totally aligned



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with core Disney values and we're confident the Spanish version of the site will be a big success."

Club Penguin is one of the largest and fastest-growing virtual worlds for children. With its imaginative play environment, Club Penguin provides a wide range of opportunities for children to participate in fun and engaging skill-building games and activities, social collaboration, and real-world skill development.

The award-winning online playground has built a global reputation as an online environment that provides fun for kids and peace of mind for parents. Word filtering technology and live moderators monitor chat and activity on the site and work to prevent the sharing of inappropriate or personally identifiable information.

Club Penguin is designed for six to 14-year-olds but is fun for children of all ages. It's free to play, however special features such as front-of-the-line access to game features, exclusive parties and opportunities to customize your penguin and igloo require a membership.

Signing up for Club Penguin is simple. A parent's email address is necessary to create a penguin, and parental permission is required in order to activate an account and play in the virtual world. Parents can also create their own account and logon to view their child's account history, change their child's password, choose a different chat mode, and set a time limit for how long their child is allowed to visit Club Penguin.

About Club Penguin

Club Penguin (www.clubpenguin.com), a division of Disney Online, provides one of the largest and fastest-growing virtual worlds for children. Club Penguin works to maintain a fun and safe online entertainment experience by using filtering technology and live moderators. The virtual world of Club Penguin, contains no third-party advertising and is free to use and enjoy, however a subscription membership provides access to additional features that enhance the play experience. Club Penguin is headquartered in Kelowna, British Columbia, Canada, and can be played in English, Portuguese, French and Spanish.

About Disney Online

Disney Online (www.Disney.com), a unit of Disney Interactive Media Group, produces the No. 1 ranked community-family and parenting destination on the World Wide Web. Launched in 1996, Disney.com is the online and mobile web gateway to all of the company's Disney-branded



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entertainment initiatives, providing comprehensive access to, and information about Disney movies, travel, television, games, music, shopping and live events.

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