



DISNEY STORE CELEBRATES GRAND OPENING OF NEWLY-DESIGNED STORE AT THE BELLEVUE COLLECTION

One lucky child to “unlock imagination” and first 250 guests to receive free Mickey ears

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PASADENA, Calif., May 11, 2011 – Today, celebrated the opening of its award-winning new concept store at The Bellevue Collection in Bellevue, Washington. The 1st newly-designed store to open in Washington, the interactive shopping destination offers magical experiences for Disney fans of all ages. Disney Store’s new design aims to deliver the best 30 minutes of a child’s day through immersive experiences, including a Disney Princess Castle with Magic Mirror, Translucent Magical Trees, Disney•Pixar CARS-branded Ridemakerz custom car building experience and the Disney Store Theatre, featuring the latest in Disney entertainment.

(Editor’s Note: For high resolution images, please go to <http://bit.ly/DSNewDesign>)

“The magic and wonder of Disney is captured within the unique experiences that await families at Disney Store,” said Paul Gainer, senior vice president of Disney Store North America, “More than a store, we’ve created a destination where we will bring the magic of Disney to life every day for Bellevue families.”

The Bellevue store joins the growing list of newly-designed stores already opened around the world, including a location in New York’s Times Square.

In 2011, Disney Store will open newly-designed stores in six new North American markets, including Canada and Puerto Rico, and in a number of European countries, including Denmark, Belgium and the Republic of Ireland.

With each new store opening in the United States and Canada in 2011, Disney Store will donate 10 percent of the first day’s sales to the Make-A-Wish Foundation .

To find a Disney Store location, guests can visit www.DisneyStore.com/storelocator or call (866) 902-2798. Guests can also sign up for email alerts at www.DisneyStore.com/Updates , become a fan on www.facebook.com/DisneyStore or follow us on Twitter www.twitter.com/DisneyStore to stay connected to your favorite destination.

For more information, please visit www.disneyconsumerproducts.com/press/us

ABOUT DISNEY STORE

The Disney Store retail chain, which debuted in 1987, is owned and operated by Disney in North America, Europe, and Japan. Disney Store is the retail merchandising arm of Disney Consumer Products, the business segment of The Walt Disney Company (NYSE:DIS) and its affiliates that extends the Disney brand to merchandise. Disney Store carries high-quality products, including exclusive product lines that support and promote Disney’s key entertainment initiatives and characters. Disney Store opened its first store in Glendale, California and, in doing so, originated the themed retail business model. There are currently more than 200 Disney Store locations in North America; more than 40 Disney Store locations in Japan; and more than 100 Disney Store locations in the United Kingdom, France, Spain, Ireland, Italy and Portugal, plus online stores www.DisneyStore.com and www.disneystore.co.uk. Each Disney Store location offers a magical shopping experience that can only be delivered by Disney, one of the world’s largest and most successful entertainment companies. For more information, please visit www.disneyconsumerproducts.com/press/us/disneystore or follow us at www.facebook.com/DisneyStore and www.twitter.com/DisneyStore.

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