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CLUB PENGUIN TO COME TO LIFE AT WORLD'S BIGGEST WINTER CARNIVAL

Popular virtual world will host icy igloo party at Quebec Winter Carnival

Kelowna, British Columbia, Canada – January 25, 2010 – Visitors to the 56th annual Quebec Winter Carnival, the largest winter carnival in the world, will have a unique opportunity to experience what the popular children's virtual world of Club Penguin (clubpenguin.com) might be like if it came to life in the real world.

From January 29 to February 14, 2010, Club Penguin will host a giant igloo party and the Quebec Winter Carnival's first ice garden, which will feature ice sculptures and other elements designed to highlight popular characters and activities from the virtual world, and allow visitors to experience them in the real world.

In keeping with the theme of the 2010 event "The Carnival makes you dance", the ice garden will include a multi-coloured dance floor modeled on the one in the virtual world of Club Penguin. Visitors will have the chance to keep moving and stay warm by showing off their best penguin dance moves. They can also get their photo taken with some of their favourite penguin characters, captured in ice by championship Canadian ice sculptor Michel Lepire.

"This is the first time Club Penguin has participated in the Quebec Winter Carnival and the whole team is really excited about what we have planned. Since Club Penguin is a virtual world of ice and snow populated by penguins, I can't think of a better setting than the largest winter festival in the world in which to bring it to life," says Pascale Audette, Vice President of Disney Online Studios Canada.

In an effort to give the global Club Penguin player community, many of whom won't be able to visit Canada and the ice garden during Carnival, the chance to participate, Club Penguin will let them help decide the subject of one of the ice sculptures. Players can visit clubpenguin.com and choose their favourite of three designs, which Lepire will sculpt onsite during the two-week event.

Club Penguin is an online playground for children where they can explore, play games and interact with friends. With its imaginative play environment, word filtering technology and live moderators who monitor chat and activity on the site and work to prevent the sharing of inappropriate or personally identifiable information, Club Penguin has built a reputation as a



safe and secure online environment that provides fun for kids and peace of mind for parents.

Launched in English in 2005, Club Penguin is now available to play in four languages, including Portuguese, Spanish and French. The French language version of Club Penguin is supported by francophones in Europe and Canada who understand the unique cultural references of the audience and can provide timely and responsive moderation and customer support.

Club Penguin is free to play, however special features such as priority access, exclusive parties and opportunities for players to customize their penguin and igloo require a membership.

About Club Penguin

Club Penguin (www.clubpenguin.com), a product 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 operated by Disney Online Studios Canada Inc., 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 entertainment initiatives, providing comprehensive access to, and information about Disney movies, travel, television, games, music, shopping and live events.

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