



DISNEYLAND RESORT PARIS LAUNCHES NEW EUROPEAN ADVERTISING CAMPAIGN: "BELIEVE IN YOUR DREAMS"

(Marne-la-Vallée, 3 March 2006) Disneyland Resort Paris will launch a new Europe-wide advertising campaign on March 6th based on the equity copy, "believe in your dreams". The campaign has been developed by recently appointed advertising agency BETC Euro RSCG.

The campaign was devised in response to an extensive qualitative and quantitative marketing study on European attitudes and motivation towards leisure activities. The study indicated that European parents felt it was very relevant to share emotional moments with their children and especially during the years when they are building their dreams, thus from the age of three. The campaign has therefore been designed to show that Disney magic is alive at Disneyland Resort Paris for children of all ages and that by visiting they will make their dreams come true. But even more importantly, the campaign focuses on the idea that a visit to Disneyland Resort Paris will help children believe that their dreams in general can become a reality if they strongly believe in them.

Designed to develop brand equity, and communicate with families with children between the ages of 3 and 11, the campaign features young children sharing their dreams, before making their dreams a reality at Disneyland Resort Paris. There will be three different executions, including Peter Pan which features a young boy who dreams of battling Captain Hook and flying to Neverland. The adverts will run in Disneyland Resort Paris's key European markets; the UK, France, the Netherlands, Belgium and Spain. In the UK, 10 second and 30 second spots will appear on ITV, Channel 4, Five and Sky for four weeks in March.

Disneyland Resort Paris' long-term growth strategy is centred not only on the development of the Resort, but also on the development of the business through new pricing and sales and marketing approaches.

Francois Banon, VP advertising at Euro Disney, comments, "The genius of Walt Disney is to have brought universal dreams to life, stories that are hundreds of years old that structure human thoughts. By drawing on the essence of Disney, we wanted to bring back a 'sense' to the Resort in Europe, to go beyond simple entertainment. The Resort is the only place where the imagination, myths and Disney dreams come to life. Disneyland Resort Paris is the place where our children discover that their dreams can become a reality, especially when they truly believe!"

BETC Euro RSCG was appointed in January 2006, after a competitive pitch. The agency's previous campaigns include Air France, Peugeot and Canal Plus.

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