

Stars Play Out Disney Park Fantasies In New Images Unveiled by Annie Leibovitz

Photography Featuring Scarlett Johansson, Beyoncé and David Beckham Kicks Off Disney's 'Year of a Million Dreams'

LAKE BUENA VISTA, Fla. (Jan. 26, 2007) – To launch Disney Parks "Year of a Million Dreams" celebration, spectacular new images were unveiled today featuring the work of acclaimed photographer Annie Leibovitz, and starring Scarlett Johansson as Cinderella, Beyoncé taking a spin in a giant teacup and David Beckham slaying a dragon.

Leibovitz's images also fulfill one of Beckham's "dreams," as the Disney Parks project is his first endorsement since signing a contract to play professional soccer in the United States.

In addition to the three debut images, Disney Parks has commissioned more images by Leibovitz that will feature other celebrities in classic, Disney fairy tale settings.

Asked by Disney Parks to lend her vision to the campaign, Leibovitz has created inspired images of storybook fantasy come to life. Her photographs for the campaign embody the captivating, narrative style indicative of her world-renowned work.

"I'm really delighted to be part of the 'Where Dreams Come True' campaign," said Leibovitz. "We live in difficult times and I feel, especially as a parent, that keeping dreams alive is one of the most important things we can do."

Each image features a scene with the featured celebrities transformed into the role of a fabled Disney character, expressing their own dreams and imagination.

- As Cinderella, Scarlett Johansson is seen running down a flight of stairs as the clock strikes midnight with her glass slipper unknowingly left behind. The tagline reads, "Where every Cinderella story comes true."

Befitting a true princess, Johansson wears a stunning, one-of-a-kind Harry Winston tiara – a dazzling piece in platinum with more than 62 carats of sparkling diamonds and valued at \$325,000. The dress worn by Johansson is a custom-made, Cinderella-inspired gown designed by Nicoletta Santoro.

- David Beckham plays the part of the gallant Prince Phillip from "Sleeping Beauty," atop his trusted steed fighting the evil dragon. The tagline reads, "Where imagination saves the day."

"There were many Disney characters I liked as a kid," said Beckham. "Now my sons love the Disney characters and it's a big part of their lives, a big part of many children's lives around the world. So to be part of that is an honor and very exciting." "I love going to Disney, I'm like a big

kid,” he added.

- Beyoncé appears as “Alice in Wonderland,” twirling in a teacup, accompanied by Oliver Platt as the Mad Hatter and Lyle Lovett as the March Hare. The tagline reads, “Where Wonderland is your destiny.”

“It’s two great imaginations coming together – Disney and Annie Leibovitz,” said Lovett. “To be along for the ride really is quite something, just knowing that you’re going to be part of a great Disney character. And then when you step into the imagination of Annie Leibovitz, you know you’re in another world.”

“The ‘Where Dreams Come True’ campaign is about the imaginations and dreams that are inside us all,” said Jay Rasulo, chairman of Walt Disney Parks and Resorts. “By capturing these transformational experiences, these emotional images communicate a powerful concept. Working with Annie Leibovitz was a natural fit – Disney is known for immersive storytelling and Annie is a masterful artist whose photos speak volumes.”

The campaign premieres as a special insert in the March issues of *Vanity Fair*, *GQ*, *Vogue*, *W*, *The New Yorker*, *Conde Nast Traveler* and *Cookie*.

As part of the “Where Dreams Come True” initiative, Disney Parks introduced “The Year of a Million Dreams” (Oct. 1, 2006-Dec. 31, 2007). During this 15-month, first-of-its-kind celebration, more than one million very special dreams are being granted to guests visiting Walt Disney World Resort and Disneyland Resort. The celebration also is highlighted by the debut of innovative Disney attractions and entertainment spectacles at both Disneyland and Walt Disney World resorts.

For more information about Disney Parks, “The Year of a Million Dreams” and “Where Dreams Come True,” guests may visit www.mydisneyparks.com.

#

Note to Editors/Not for Publication:

For news media inquiries and images, please visit Disney’s media-only news sites – www.wdwnews.com or www.disneylandnews.com – or call Walt Disney World Public Relations at 407/566-6397 or Disneyland Public Relations at 714/781-4500.