

Disneyland Resort Announces First-Ever LittleMissMatched Retail Store at Downtown Disney District

ANAHEIM, Calif. (June 2, 2009) — Disneyland Resort is pleased to announce an agreement for the first-ever permanent retail location of the popular lifestyle brand LittleMissMatched. Due to open late summer 2009, it will be situated in the heart of Downtown Disney. A temporary LittleMissMatched store opened May 18, next to where the permanent store will be located.

“We are excited that Downtown Disney was selected as the first bricks and mortar location of this innovative concept,” said Tony Bruno, vice president Disneyland Resort hotels and Downtown Disney. “LittleMissMatched offers unique merchandise for the young and young at heart, and is a terrific complement to Downtown Disney’s eclectic blend of shops, restaurants and entertainment.”

LittleMissMatched is a lifestyle brand dedicated to inspiring creativity and individuality. The brand’s signature non-matching socks are sold in sets of three single socks to encourage self-expression through mixing and matching. LittleMissMatched has since expanded its innovative product offerings to include everything from books to bedding, PJs to pencil pouches and flip flops to furniture – each item with its own unique reinvention.

“We’re thrilled to open our first permanent retail location at Disneyland Resort as Disney’s values are completely aligned with LittleMissMatched,” said Jonah Staw, co-founder and CEO. “Disneyland is synonymous with imagination and since LittleMissMatched revolves around encouraging creativity, this is an ideal location for LittleMissMatched’s flagship store.”

A lush garden oasis during the day and an energizing entertainment district at night, Downtown Disney is the high-energy place for Southern California locals. Guests can experience a great variety of shopping, dining and entertainment.

About the Disneyland Resort

Located on approximately 500 acres in Anaheim, Calif., Disneyland Resort features two spectacular theme parks – Disneyland (the original Disney theme park) and Disney’s California Adventure park – plus the Downtown Disney District comprised of unique dining, entertainment and shopping experiences. The resort’s three hotels include the luxurious 745-room Disney’s Grand Californian Hotel & Spa, the magical 988-room Disneyland Hotel and the “day-at-the-beach” fun of the 489-room Disney’s Paradise Pier Hotel. With 20,000 employees, Disneyland Resort is Orange County’s largest employer and a \$3.7 billion annual contributor to the local economy. The resort has welcomed more than 550 million guests since opening on July 17, 1955. For detailed information about Disneyland Resort, please visit www.disneyland.com.

About LittleMissMatched

LittleMissMatched is the groundbreaking company that inspires creativity and individuality through their breadth of fashion, home and lifestyle products. The company launched in 2004 with a collection of colorful socks that don’t match, which are sold in odd numbers to encourage girls of all ages to express themselves. Their “anything goes” philosophy knocked people’s socks off and today the company has expanded to include socks, winterwear, sleepwear, books, bedding, furniture and more for creative mavens of all ages. For more information about LittleMissMatched, please visit www.LittleMissMatched.com.

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