Disneyland RESORT News

Mobile Magic Application Transforms Verizon Wireless Phones Into Electronic Tour Guides to Navigate Disney Parks

BASKING RIDGE, N.J. and BURBANK, Calif. (Nov. 11, 2009) – Imagine having a personal tour guide to lead the way around the vacation magic of Walt Disney World Resort and Disneyland Resort. Now imagine that tour guide is in the palm of your hand and able to point you to a visit with a Disney princess or directly to a Fantasyland attraction.

Starting today, Verizon Wireless customers have exclusive access to Mobile Magic, the first Disney-developed mobile application that enables them to easily navigate Disney parks on both coasts, providing helpful and timely information. With either a swipe of their fingers or the touch of a few keys, guests can access an array of park features on their Verizon Wireless phones, including:

- Updated attraction wait times and FASTPASS return times for the park they are in
- Locations of their favorite attractions, characters and restaurants, with GPS-enabled maps
- Restaurants for breakfast, lunch, dinner or snacks
- Tips on what's happening in the parks
- Trivia games to play against other parks guests

New content will continue to be added to the Mobile Magic application as the attractions and opportunities at the Disney parks and resorts continue to evolve.

Exclusive to Verizon Wireless customers, Mobile Magic is available for download and purchase for $9.99 for a 180-day subscription*. Verizon Wireless customers can also text MAGIC to 2777 to purchase the application on a wide variety of feature phones. Download and message charges may apply. Airtime or megabyte data charges may apply when browsing, downloading and using certain applications.

Mobile Magic, marking a first in both the travel and mobile industries, is the outgrowth of a new multi-year relationship between Disney Parks and Verizon Wireless aimed at enhancing the park experience. Verizon Wireless continues to invest in its nationwide wireless network, and the relationship with Disney means Verizon Wireless users will benefit from further enhancements to the Verizon Wireless network in the parks.

Guests are currently using Verizon Wireless' technology with Disney's Kim Possible World Showcase Adventure, an ultra-interactive attraction at Epcot at Walt Disney World Resort.

Guests who are not Verizon Wireless customers can access select information, such as park hours, attraction information, entertainment schedules and dining information, through the new m.disneyworld.com and m.disneyland.com mobile Web sites with their browser-enabled phones.

*Message and data rates may apply. Coverage not available everywhere. Availability subject to handset limitations. If you're under 18, get your parent's permission first. Valid theme park admission required.

(EDITOR'S NOTE: High-resolution images featuring use of Verizon Wireless phones in the parks are available online. Log on to Verizon Wireless' Multimedia Library at www.verizonwireless.com/multimedia or to www.disneyparks.com/blog to preview and download images and to find the complete list of compatible Verizon Wireless phones.)

About Verizon Wireless

Verizon Wireless operates the nation's most reliable and largest wireless voice and 3G data network, serving 89 million customers. Headquartered in Basking Ridge, N.J., with 85,000 employees nationwide, Verizon Wireless is a joint venture of Verizon Communications (NYSE: VZ) and Vodafone (NYSE and LSE: VOD). For more information, visit www.verizonwireless.com. To preview and request broadcast-quality video footage and high-resolution stills of Verizon Wireless operations, log on to the Verizon Wireless Multimedia Library at www.verizonwireless.com/multimedia.

About Walt Disney Parks and Resorts

Walt Disney Parks and Resorts is where dreams come true and magic comes to life. This segment of The Walt Disney Company and its affiliated companies encompasses 11 theme parks at five of the world's leading family vacation destinations – Disneyland Resort, Walt Disney World Resort, Tokyo Disneyland Resort, Disneyland Resort Paris and Hong Kong Disneyland. It also includes Disney Cruise Line; Disney Vacation Club; Adventures by Disney; Disney Regional Entertainment, which operates the ESPN Zone sports dining and entertainment centers; World of Disney stores in New York, Orlando and Anaheim; and Walt Disney Imagineering, which creates and designs all Disney parks, resorts and attractions. For more information on Walt Disney Parks and Resorts, visit www.disneyparks.com.

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