

‘World of Color’ a Milestone in Major Expansion at Disney California Adventure Park

Multi-Year Plan Continues With Little Mermaid in 2011; 12-Acre Cars Land, Buena Vista Street and Newly Designed Front Entrance in 2012

ANAHEIM, Calif. (June 10, 2010)- The premiere of the ground-breaking, signature nighttime spectacular “**World of Color**” marks the next big step in the significant multi-year expansion of the Disneyland Resort in Anaheim. The expansion brings new entertainment and major family-oriented attractions to Disney California Adventure park.

“**World of Color**” uses powerful water fountains, kaleidoscopic colors, compelling music, fire, lasers, special effects and larger-than-life digital projection to bring Disney and Disney•Pixar animation to life in a whole new way in Disney California Adventure park. A one-of-a-kind “stage” – nearly an acre of superstructure and innovative technology – has been built in the Paradise Bay lagoon to present this enchanting, exciting and moving nighttime spectacular. A new, terraced park offers prime waterside viewing and provides a site for live entertainment, music festivals and outdoor film premieres.

“World of Color is a must-see experience that will entertain and delight our guests in a whole new way, while solidifying the Disneyland Resort as a multi-day, world-class tourist destination,” said Disneyland Resort President George A. Kalogridis.

The expansion continues in Disney California Adventure park in 2011 with an amazing attraction, **The Little Mermaid ~ Ariel’s Undersea Adventure**, and in 2012 with the addition of the 12-acre **Cars Land**, featuring the world of Radiator Springs and its three new attractions. Extensive landscaping, new stores and restaurants will create an even richer environment throughout the park.

As expansion continues, Walt Disney Imagineers will bring more of Walt Disney into the park, celebrating the hope and optimism of California that attracted Walt to this land of opportunity in the

1920s. Guests entering the new **Buena Vista Street**, set for completion in 2012, will be instantly immersed in the world that inspired Walt during his early days as an animation pioneer.

Multi-day, World-Class Tourist Destination

The expansion builds upon the transformation of the original Disneyland park into a multi-day destination resort that began in 2001 with the creation of the Disneyland Resort and the opening of Disney California Adventure, Downtown Disney district and Disney’s Grand Californian Hotel & Spa.

Since then, the Disneyland Resort has continued to grow with the addition of popular attractions and shows such as Toy Story Mania!, Finding Nemo Submarine Voyage, Buzz Lightyear Astro Blasters and The Twilight Zone™ Tower of Terror. In 2009, the resort completed a major expansion of Disney’s Grand Californian Hotel & Spa, which included the first West Coast destination for Disney Vacation Club. In addition, the signature Disneyland Hotel is undergoing a major refurbishment that is expected to be completed in 2011.

According to the Anaheim/Orange County Visitor and Convention Bureau, Anaheim is one of the fastest-growing tourist destinations in the country, enjoying some of the highest hotel occupancy rates in the nation and attracting millions of visitors each year who spend billions of dollars in the area.

Coming Soon to Disney California Adventure

Disney California Adventure is already home to some of the Disneyland Resort's most popular attractions and shows, including: Toy Story Mania!, Soarin' Over California, California Screamin' and The Twilight Zone Tower of Terror.

Major family attractions and continued park enhancements are on the horizon for 2011 and beyond, including an all-new **Buena Vista Street**, envisioned as the 1920s and 30s Los Angeles experienced by a young dreamer named Walt Disney. The **Carthay Circle Theatre**, a re-creation of the great California movie palace where "Snow White and the Seven Dwarfs" had its premiere, anchors the newly designed plaza. This new park landmark celebrates the legacy of Disney family entertainment. From this plaza, guests set out to experience all the thrills, excitement and wonder of California – past, present, and future.

The **Red Car Trolley**, based on Los Angeles' historic Pacific Electric Red Car Line, will transport guests from Buena Vista Street, down Hollywood Boulevard, to the footsteps of the famed Hollywood Tower Hotel, home to The Twilight Zone Tower of Terror.

Expansion plans include the first-ever ride based on Disney's classic animated movie "The Little Mermaid." **The Little Mermaid ~ Ariel's Undersea Adventure** will take guests "under the sea" to experience magnificent scenes and magical songs from the movie.

Cars Land, an all-new 12-acre addition to Disney California Adventure, re-creates the town of Radiator Springs as inspired by the Disney•Pixar film "Cars." Cars Land will feature three immersive family rides showcasing characters and scenes from the movie, including one of the largest and most elaborate attractions ever created for a Disney park: Radiator Springs Racers, a twisting, turning, high-speed adventure through the town and desert valleys of Radiator Springs.

Additional landscaping, façade and graphics enhancements, restaurant and retail innovations, and an extensive menu of entertainment, holiday celebrations and unique special events further create new, compelling and memorable experiences for guests visiting Disney California Adventure.

Blue Sky Cellar

The Walt Disney Imagineering **Blue Sky Cellar**, located in the former Seasons of the Vine Theater in the Golden State region of the park, features models and Imagineering concepts – giving park guests a look at exciting new projects as well as a sneak peek at what lies ahead. Inspiring new concepts for Disney California Adventure will appear in this space through periodic updates. For more information, visit www.DisneyCaliforniaAdventure.com

About the Disneyland Resort:

Located on approximately 500 acres in Anaheim, Calif., the Disneyland Resort includes two theme parks, Disneyland and Disney California Adventure; three hotels with approximately 2,400 rooms and the 310,000-square-foot retail, restaurant and entertainment Downtown Disney District. With 20,000 employees, the Disneyland Resort is Orange County's largest single-site employer and a \$3.6 billion annual contributor to the local economy. In January 2004, the Resort welcomed its 500 millionth guest since opening on July 17, 1955.

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