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DISNEY CHANNEL, DISNEY XD PRESENT PROGRAMMING PLANS FOR 2010-11

In a banner year of creative leadership, strong ratings and a growth trajectory, Disney Channels Worldwide today presented to U.S. advertisers its 2010-11 programming highlights for Disney Channel and Disney XD, platforms and entertainment content that connects with hundreds of millions of kids, tweens and families.

Gary Marsh, president, Entertainment, and chief creative officer, Disney Channels Worldwide, presented several new and returning Disney XD and Disney Channel projects. He also showcased the first look at Disney Channel's next big "break into song" musical, "Camp Rock 2 The Final Jam," a highly anticipated Disney Channel Original Movie set to premiere in late summer 2010. The projects are:

- "Phineas and Ferb: Across the Second Dimension" -- new movie based on #1 animated series for Kids and Tweens, on Disney XD and Disney Channel
- "The Avengers: Earth's Mightiest Heroes" – new series from Marvel Animation on Disney XD
- "Pair of Kings" – new live-action series on Disney XD
- "Camp Rock 2 The Final Jam" -- new Disney Channel Original Movie
- "Avalon High" – new Disney Channel Original Movie
- "Den Brother" – new Disney Channel Original Movie
- "16 Wishes" – new movie on Disney Channel
- "Harriet the Spy: Blog Wars" – new movie on Disney Channel
- "Fish Hooks" – new animated series on Disney Channel
- "Hannah Montana" – fourth season premiere on Disney Channel
- "Sonny With A Chance" -- second season premiere on Disney Channel
- "Good Luck Charlie" – new series premiere on Disney Channel
- "Jonas Brothers: Living the Dream 2"– second season premiere on Disney Channel
- "JONAS" -- second season premiere on Disney Channel
- "Handy Manny Big Race" – new animated Playhouse Disney primetime special on Disney Channel
- "Handy Manny Big Construction Job" – new animated Playhouse Disney series on Disney Channel
- "Jake and the Never Land Pirates" – new animated Playhouse Disney series on Disney Channel
- "Mickey Mousekercize" – new animated Playhouse Disney short-form series on Disney Channel
- "Mickey Mouse Clubhouse Road Rally" – new animated Playhouse Disney primetime special on Disney Channel

Disney XD launched in February 2009 with a mix of live-action and animated programming for kids age 6-14, hyper-targeting boys and their quest for discovery, accomplishment, sports, adventure and humor. It quickly made its mark and, year to year, its ratings increased by 41% among Kids 6-14, by 59% among Tweens 9-14, by 33% among Boys 6-11 and by 62% among Boys 9-14 in Total Day measurements. On TV, Disney XD now reaches over 75 million U.S. homes and hundreds of millions more through newly rebranded Disney XD channels in Europe, Latin America and Japan. Online, DisneyXD.com delivered nearly 2.3 million monthly unique users in January 2010, outpacing its previous high of 2.0 million in July 2009.

Disney Channel U.S. has been #1 in primetime among Kids 6-11 for seven consecutive years and #1 among Tweens 9-14 for nine consecutive years. Over the past four years, Disney Channel also bested all cable channels, including USA, TNT and TBS, to land the #1 or #2 ranking in primetime Total Viewers. For 2009, Disney Channel.com was the #1 kids (age 6-14) entertainment website.

More information follows:

"Phineas and Ferb: Across the Second Dimension" – The #1 animated series for the past two years among Kids 6-11 and Tweens 9-14 has inspired a television movie to premiere in summer 2011 on Disney XD and Disney Channel. In the movie, Phineas and Ferb discover that their beloved pet platypus, Perry, is really a secret agent who battles the forces of evil daily. The boys team up with Perry on a grand adventure through a parallel universe where they must ultimately thwart an even more evil version of Dr. Doofenshmirtz. The feature-length movie is another boon for the animated comedy which will also lead an all-summer 2010 initiative on Disney XD and Disney Channel, including an hour-long episode guest starring Clay Aiken and Chaka Khan. The series continues to create opportunities for other Disney lines of business: the "Phineas and Ferb" characters are at Disneyland Parks and Resorts, Disney Consumer Products debuted a toy line at Toys R Us, and "Phineas and Ferb" is a top selling apparel line at Walmart and Target. Other items include books and comics from Disney Publishing, the #1 Nintendo DS game at Game Stop and BestBuy from Disney Interactive Studios, episode compilation DVDs from Walt Disney Studios Home Entertainment and a soundtrack on Walt Disney Records which ranked #10 on the Billboard children's album chart for 2009.

"The Avengers: Earth's Mightiest Heroes" -- Further aligning the strength of Marvel's hugely popular characters and stories with the burgeoning Disney XD brand and global reach, an all-new animated series, "The Avengers: Earth's Mightiest Heroes," will debut in fall 2010 on Disney XD and DisneyXD.com. Beginning with the "Iron Man" and "Incredible Hulk" movies in 2008, the release of "Avengers: Earth's Mightiest Heroes" follows Marvel's overall "Avengers Assemble" strategy introducing the greatest heroes in the Marvel Universe through various content platforms, including the upcoming feature films "Iron Man 2" in May of 2010, "Thor" in May of 2011 and "Captain America" in July of 2011, all building up to the Avengers theatrical film in 2012. Produced by Marvel Animation, the animated series features 52 episodes targeted at kids 9-14, starring Iron Man, Thor, Captain America, The Incredible Hulk, Giant Man and Wasp -- who form the Avengers, a team assembled when no single hero's powers can save the world. A 20-part "micro-series" that focuses on each hero's backstory will roll out in fall 2010 on Disney XD, immediately followed by the series

premiere on Disney XD in the U.S. and, shortly thereafter, around the world. Disney XD, the single largest distributor of Marvel content around the world, currently showcases approximately 20 hours of Marvel series (including "The Spectacular Spider-Man," "Fantastic Four" and "Iron Man") each week .

"Pair of Kings" – This live-action, wish fulfillment comedy series, scheduled for a fall 2010 premiere, follows two fraternal twins who are living a typical teenage life in Chicago until they discover they're the successors to the throne of the tropical island of Kinkow. Starring are popular actor and Walt Disney Records recording artist Mitchel Musso ("Hannah Montana," "Phineas and Ferb") and Doc Shaw ("The Suite Life on Deck," "Tyler Perry's House of Payne").

"Camp Rock 2 The Final Jam" -- Disney Channel's big event of summer 2010 is "Camp Rock 2 The Final Jam," a "break into song" musical sequel to the hit Disney Channel Original Movie "Camp Rock," cable TV's #1 entertainment telecast of 2008 in Total Viewers (10.1 million) and TV's #1 entertainment telecast in Tweens 9-14. Among TV's live action movies, it was #1 among Kids 6-11 for the year.

Presenting empowering themes including teamwork and resilience, the movie is an impressive achievement in music and choreography, geared towards kids, tweens and families and headlined by Demi Lovato, Joe, Nick and Kevin Jonas. Joining the cast are Matthew "Mdot" Finley, Chloe Bridges and Frankie Jonas. Also returning to the sequel's cast are Meaghan Martin, Alyson Stoner, Anna Maria Perez de Tagle, Roshon Fegan, Jordin Francis, Daniel Fathers and Maria Canals-Barrera.

The "Camp Rock" soundtrack (Walt Disney Records) debuted at #3 and spent 10 weeks in the Top 10 on the Billboard 200 album chart. It debuted at #1 on the Billboard Children's chart and held the #1 position on that chart for 18 weeks. For 2008, it was the #1 title on the Children's Music chart, #3 title on the Billboard Soundtrack chart and #19 of all albums on the Billboard Top 200 chart.

"Avalon High" – Scheduled for a late fall 2010 premiere, this Disney Channel Original Movie, based on the popular novel by Meg Cabot, follows Allie who, after transferring to Avalon High, is shocked to discover that her new classmates are reincarnations of King Arthur and his Court. The deeper Allie searches these interesting parallels between the past and the present, the more sure she is that her school is a contemporary Camelot, and it's up to her to solve the mystery before the notorious traitor Mordred wins again.

"Den Brother" – Debuting in summer 2010, this comedic Disney Channel Original Movie stars Hutch Dano (of Disney XD's "Zeke and Luther") as a teen hockey star who must swallow his pride and step in to be substitute leader of his little sister's Bumble Bee Troop. However, when his self-centered antics cost the scouts a spot at Camporee, it's up to the leader to earn his stripes.

"16 Wishes" – This movie comedy, starring Debby Ryan (Disney Channel's "The Suite Life on Deck") and Jean-Luc Bilodeau (ABC Family's "Kyle XY"), tells the story of Abby, a girl who's been eager to reach her 16th birthday and has kept a secret wish list since she was a little girl. But, when the big day actually arrives, she makes a wish that changes everything. The movie is a co-production of MarVista Entertainment and Disney Channel, and is slated to premiere on Disney Channel in the U.S. in summer 2010.

"Harriet the Spy: Blog Wars" – Disney Channel will present the world premiere of a spy adventure movie starring Jennifer Stone ("Wizards of Waverly Place") on **FRIDAY, MARCH 26** (8:00 p.m., ET/PT). Based on the popular books by Louise Fitzhugh, it's a contemporary twist on the iconic character, as Harriet "The Spy" Welsch vies to become the official blogger of her high school class. The movie is a co-production of 9 Story Entertainment and Disney Channel.

"Fish Hooks" -- An inventive animated comedy series, set inside a giant fish tank in the center of a pet store, brings an ingenious twist to high school life as seen through the eyes of three teen fish, Milo, Bea and Oscar. Together they experience the typical teen challenges and triumphs, including friendship, dating and sports, along with more atypical teen situations such as giant lobster attacks and school field trips to the hamster cages. The voice cast is Kyle Massey ("Cory in the House"), Chelsea Staub ("JONAS") and Justin Roiland ("The Sarah Silverman Program"). The series was created by children's book illustrator Noah Z. Jones and is executive-produced by Adam Burton ("The Grim Adventures of Billy & Mandy") and Jones. It is a production of Disney Television Animation and is scheduled to premiere in fall 2010.

"Hannah Montana" – the pivotal fourth season premiere is set to debut in summer 2010 and will introduce all new songs, music videos and sets. The storyline finds Miley Stewart questioning whether she really has the best of both worlds and if she can continue with her alter-ego, Hannah Montana, or leave it forever behind to be an ordinary girl. Among the upcoming guest stars are Ray Liotta, Angus T. Jones, Sheryl Crowe and Christine Taylor. A special episode dedicated to military families depicts Miley bickering with her father until she learns her friend Jesse's military enlisted father has been deployed for an indefinite period. Miley ultimately comes to realize that she's lucky to have her father present in her life every day and sets out to put on a Hannah Montana concert for military families. Starring Miley Cyrus in the title role, the Emmy-nominated comedy has dominated the kid and tween business and impacted popular culture since its 2006 debut. Its soundtracks are among the biggest, fastest successes the pop charts have seen in years, and the series provided a springboard for the multitalented Cyrus to become an international superstar with projects spanning Disney's television, music, radio, consumer products and film divisions, including a #1 debut movie that grossed nearly \$150 million at the global box office.

"Sonny With A Chance" -- The second season of the hit comedy series "Sonny With A Chance" – highlighted by clever new 'So Random' sketches that further showcase the ensemble cast's tremendous comedic talent – will premiere **SUNDAY, MARCH 14** (8:00 p.m., ET/PT) on Disney Channel. Starring are Demi Lovato, Tiffany Thornton, Sterling Knight, Brandon Mychal Smith, Doug Brochu and Allisyn Ashley Arm. Recurring cast members include Nancy McKeon, Michael Kostroff and Vicki Lewis. The series was recently nominated for a Nickelodeon Kids Choice Award in the Favorite TV series category and its title star, Demi Lovato, won a Teen Choice Award in the Choice TV Breakout Star category.

"Jonas Brothers: Living the Dream 2" – A new installment of the music-driven reality series gives viewers unprecedented access to worldwide superstars Jonas Brothers' lives on stage and off, will premiere **SUNDAY, MARCH 21** (8:55 p.m., ET/PT) on Disney Channel. The 11-episode short-form series offers a revealing look at

platinum selling rock stars Kevin, Joe and Nick Jonas as they embark on a 16-city European leg of "Jonas Brothers World Tour 2009."

"Good Luck Charlie" -- Disney Channel will premiere this sitcom designed for the whole family to enjoy together -- an original live-action series about a family whose lives are turned topsy-turvy with the arrival of a new baby sister -- on **SUNDAY, APRIL 4** (8:30 p.m., ET/PT). In each episode, big sister Teddy creates a personalized video diary for baby Charlie, with each installment chronicling daily adventures and mishaps for Charlie to use as advice when her big sister is no longer living at home. Created and executive-produced by Phil Baker and Drew Vaupen ("Suddenly Susan" and "What I Like About You") and executive-produced by Dan Staley ("Cheers," "Love & Money"), the series stars Bridgit Mendler ("Wizards of Waverly Place"), Jason Dolley ("Cory in the House," "Hatching Pete"), Bradley Steven Perry, Eric Allan Kramer ("CSI: Crime Scene Investigation," "My Name Is Earl") and Leigh-Allyn Baker ("Will & Grace").

"JONAS" -- The second season of the Teen Choice Award-winning comedy series, "JONAS," starring global sensations Kevin, Joe and Nick Jonas and popular actresses Chelsea Staub and Nicole Anderson, will debut in summer 2010. The new season finds Kevin, Joe and Nick Lucas spending a summer in Hollywood. The guys have rented a Hollywood Hills house and will experience a summer like no other when their relaxing vacation turns into three life-changing opportunities: Joe lands a prized role in a big Hollywood film, Kevin indulges his newfound passion for the movie business by shadowing a famous director, and Nick takes up surfing and feverishly works on his first passion -- writing songs for the new JONAS album. Completing the entourage are the guys' best friends, Stella Malone, who continues to grapple with being more than just a friend to Joe, and Macy Misa, who keeps all the fans up to date with her JONAS V-log.

Playhouse Disney, the daily programming block dedicated to preschoolers, their parents and caregivers will present several new projects this year:

"Handy Manny Big Race" -- Playhouse Disney's hit Emmy-nominated series "Handy Manny" puts the pedal to the metal with the premiere of the primetime special, "Handy Manny Big Race," starring Wilmer Valderrama and guest-starring NASCAR champion Dale Earnhardt Jr., and Lance Bass, **SATURDAY, MARCH 20** (7:00-7:25 p.m., ET/PT) on Disney Channel. In this exciting primetime event for preschoolers and parents, Manny and the tools hit the motor speedway as a pit crew for the highly anticipated Wood Valley 500.

"Handy Manny Big Construction Job" -- Marking the series' third primetime special with its premiere in fall 2010, Manny and the tools leave Sheet Rock Hills to work on a big out of town construction job where they meet new tool friends, Jack the jackhammer and Spinner the power screwdriver. However, when Mr. Lopart starts doing repairs in Manny's absence, the town begins to fall apart. It's up to Kelly to convince Manny to come home.

"Jake and the Never Land Pirates" -- An interactive animated series for preschoolers and parents, "Jake and the Never Land Pirates" features the music and fun-filled adventures of classic characters Captain Hook and Smee, plus a new crew of kid pirates led by the enthusiastic and courageous Jake. The series will premiere on Playhouse Disney in the coming year.

"Mickey Mouse Clubhouse" & "Mickey Mousekersize" – While the third season of the #1 Playhouse Disney series "Mickey Mouse Clubhouse" rolls out, a new physical fitness-themed short-form series, "Mickey Mousekersize," debuts in November 2010. Supporting Disney's ongoing commitment to helping kids and parents achieve healthier lifestyles by engaging preschoolers in fun physical activity, the 10-part "Mickey Mousekersize" shorts, hosted by Mickey Mouse, will focus on the fun of exercising and encourage kids at home to get up and move along with Mickey and pals. In addition, three brand new "Mickey Mouse Clubhouse" primetime specials will be presented in the coming year.

"Mickey Mouse Clubhouse Road Rally" – In this primetime special airing in fall 2010, Mickey and pals gear up for an exciting Road Rally around the Clubhouse, one which includes Professor Von Drake's helpful new invention, the Clubhouse Rescue Truck. But then a dejected Toodles leaves the group just when he's needed most.

(Editors please note: visit www.disneychannelmedianet.com or www.disneyxdmedianet.com for images. Registration Required).

Disney Channels Worldwide is a portfolio of 94 kid-driven, family inclusive entertainment channels and/or channel feeds available in 169 countries in 33 languages, including Disney Channel, Disney XD, Playhouse Disney, Disney Cinemagic, Hungama and Radio Disney brands. Through cable, satellite and digital terrestrial television channels and a strategic partnership with Disney-ABC-ESPN Television for the third-party distribution of Disney-branded kids' programming across the globe, Disney Channels Worldwide reaches hundreds of millions of viewers. Disney Channel properties continue to rapidly expand into new markets across the world, playing a key role in introducing the Disney brand to new consumers.

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