

Disney Parks Celebrate U.S. Military With Free, Multi-day Admission to Theme Parks in 2009

LAKE BUENA VISTA, Fla. / ANAHEIM, Calif. (Jan. 5, 2009) – As Disney Parks ask “What Will You Celebrate?” and invite guests to turn their personal milestones into magical family vacations in 2009, America’s military personnel will have one more reason to celebrate: Free multi-day admission to Disney’s U.S. theme parks.

With the “Disney’s Armed Forces Salute” offer, active and retired U.S. military personnel, including active and retired members of the United States Coast Guard and activated members of the National Guard or Reservists, can enjoy complimentary, multi-day admission into Disney’s U.S. theme parks, great rates at select Walt Disney World Resort and Disneyland Resort hotels, and additional special ticket offers for family members and friends.

“For so many of the men and women who serve in our U.S. military, time together with their families is cause enough for celebration,” said Jay Rasulo, chairman of Walt Disney Parks and Resorts. “We are grateful for their service and hope ‘Disney’s Armed Forces Salute’ will allow our troops to create wonderful, magical memories with their family and friends.”

At the Disneyland Resort in Southern California:

Through June 12, 2009, each active or retired member of the U.S. military can receive one complimentary three-day “Disney’s Armed Forces Salute” Park Hopper ticket valid for admission to both Disneyland and Disney’s California Adventure parks. During the offer period, active or retired U.S. military personnel also may make a one-time purchase of an adult or child three-day “Disney’s Armed Forces Salute Companion” Park Hopper ticket for up to five family members (including spouse) or friends for the price of an adult 1-Day Park Hopper ticket.

Disneyland Resort hotels are also offering special room rates for active or retired military personnel. For example, at Disney’s Paradise Pier Hotel, active or retired members of the military and their families may find hotel rooms starting at \$119 per night during value season, with great savings during other times of the offer period. This offer is available through June 12, 2009, and the number of rooms available at these special rates is limited.

For information regarding “Disney’s Armed Forces Salute” at the Disneyland Resort, or to make reservations, military personnel may call 714/956-6424.

At Walt Disney World Resort in Florida:

From Jan. 4 to Dec. 23, 2009, each active or retired member of the U.S. military may obtain one complimentary 5-day “Disney’s Armed Forces Salute” ticket with Park Hopper and Water Park Fun & More options. This ticket is valid for five days of admission into the four Walt Disney World theme parks, plus a total of five visits to a choice of a Disney water park, DisneyQuest Indoor Interactive Theme Park or certain other attractions. During this offer period, active or

retired U.S. military personnel may also make a one-time purchase of up to a maximum of five 5-Day “Disney’s Armed Forces Salute Companion” tickets (one theme park per day) for \$99 per ticket, plus tax, for family members (including spouse) or friends. Although this ticket for family members and friends does not include either the Park Hopper or Water Park Fun & More options, this ticket can be upgraded to add either such option, or both, for an additional \$25, plus tax, per option. All tickets and options are non-transferable and must be used by Dec. 23, 2009. Actual prices may be less.

Ask about the great rates that may be available at select Walt Disney World Resort hotels for active or retired U.S. military personnel during this offer period.

For information on the “Disney’s Armed Forces Salute” offer at Walt Disney World Resort or the Disneyland Resort, or to make reservations, active and retired U.S. Military personnel may call the ITT office on their base. Information about “Disney’s Armed Forces Salute” offer at Walt Disney World Resort is also available at www.disneyworld.com/military.

Through the years, The Walt Disney Company has demonstrated its support of United States’ servicemen and women through a variety of initiatives. Disney’s support for the U.S. Marines’ Toys for Tots program started 58 years ago – when Walt Disney became one of the original sponsors. Since 1995, Disney’s Operation Uplift program has sent over 90,000 postcards to troops worldwide, thanking them for their service. The company also supports U.S. service members and their families as a sponsor of the USO and its centers. Each year, Operation Disney Care packages, containing Disney DVDs, books, magazines and games, are sent to centers around the world to help entertain the servicemen/women and their families, Disney Minnie Grants are used to host family appreciation events, while Disney VoluntEARS donate many hours participating in local USO projects.

Other Offer Details:

- Complimentary "Disney's Armed Forces Salute" tickets may be obtained only by active or retired U.S. military personnel, including activated members of the National Guard or Reservists (with orders showing active status after Jan. 1, 2008) and active or retired members of the United States Coast Guard. Spouses are not eligible.
- Complimentary “Disney’s Armed Forces Salute” tickets for admission to the Walt Disney World Resort can be obtained only at participating U.S. military base ticket offices (including at the Shades of Green Resort at the Walt Disney World Resort), or at Main Entrance theme park ticket windows. Military personnel will need to activate those tickets at Main Entrance theme park ticket windows in order to use those tickets (no more than 1 such complimentary ticket per service member will be activated).
- Please see a participating U.S. military base ticket office for an exchange certificate for the complimentary “Disney’s Armed Forces Salute” ticket for the Disneyland Resort. The exchange certificate will need to be redeemed for such ticket by the active or retired military personnel at a Main Entrance theme park ticket window (maximum of 1 such complimentary ticket per service member).

- "Disney's Armed Forces Salute Companion" tickets for family members and friends may be purchased only by active or retired U.S. military personnel, including activated members of the National Guard or Reservists (with orders showing active status after Jan. 1, 2008) and active or retired members of the United States Coast Guard (or, in each case, their spouses, but not both).
- "Disney's Armed Forces Salute Companion" tickets for admission to the Walt Disney World Resort can be purchased only at participating U.S. military base ticket offices (including at the Shades of Green Resort at the Walt Disney World Resort), or at Main Entrance theme park ticket windows. "Disney's Armed Forces Salute Companion" tickets for admission to the Disneyland Resort can be purchased only at participating U.S. military base ticket offices.
- Military personnel (or their spouses) who purchase "Disney's Armed Forces Salute Companion" tickets for admission to the Walt Disney World Resort for family members and friends will need to activate those tickets at Main Entrance theme park ticket windows in order for those tickets to be used (regardless of where those tickets are purchased).
- Military personnel (or their spouses) who purchase "Disney's Armed Forces Salute Companion" tickets for admission to the Disneyland Resort for family members and friends will receive exchange certificates to be redeemed by such military personnel (or their spouses) for tickets at Main Entrance theme park ticket windows (one ticket per exchange certificate).
- The military personnel (or spouse) will be required to present valid military identification (which, for activated members of the National Guard or Reservists, also includes orders showing active status after Jan. 1, 2008) for all ticket transactions (including to activate tickets, and/or redeem exchange certificates for tickets, at Main Entrance theme park ticket windows). A valid ID may also be required for admission.
- "Disney's Armed Forces Salute Companion" tickets are limited to five per service member (regardless of place of purchase and whether purchased by service member or spouse) and all five must be purchased at the same time. Accordingly, no service member (or spouse) will be permitted to activate, and/or to redeem exchange certificates for, more than a total of five "Disney's Armed Forces Salute Companion" tickets for the Walt Disney World or Disneyland Resort (regardless of whether activated or exchanged by the service member or spouse).
- First day of use of "Disney's Armed Forces Salute" complimentary tickets and "Disney's Armed Forces Salute Companion" tickets at the Disneyland Resort must be no later than June 12, 2009, and tickets expire 13 days after the first day of use or June 25, 2009, whichever occurs first. Last day of use on "Disney's Armed Forces Salute" complimentary tickets and "Disney's Armed Forces Salute Companion" tickets at the Walt Disney World Resort is Dec. 23, 2009.
- Tickets must be used by the same person on any and all days. "Disney's Armed Forces Salute" complimentary tickets may be used only by the service members to whom they are issued. "Disney's Armed Forces Salute Companion" tickets may be used only by the friends and family members for whom they are purchased.
- This offer may not be combined with any other offer.

“What Will You Celebrate?”

Military personnel taking advantage of this offer will find even more to celebrate during their stay. Beginning now, Disney Parks is embracing a newly identified nationwide travel trend

called “celebration vacations,” in which Americans mark special occasions in their lives with a family vacation.

In 2009, Walt Disney World Resort and Disneyland Resorts ask guests “What Will You Celebrate?” and lead this growing trend with new entertainment and services that allow guests to turn their personal milestones –a birthday, an anniversary, Quinceañera or any special occasion – into magical Disney experiences.