



The WALT DISNEY Company (Japan) Ltd.

PRESS RELEASE

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To Whom It May Concern

The Walt Disney Company (Japan) Ltd.

Disney mobile

The New Mobile Service Starts on Saturday, March 1st, 2008

The Walt Disney Company (Japan) Ltd (President: Paul Candland, Headquarter in Meguro Ward, Tokyo, hereafter "Disney"), will inaugurate its Disney Mobile phone service on Saturday, March 1st, 2008 (Sat) in cooperation with SOFTBANK MOBILE Corp. (Chairman & CEO: Masayoshi Son, Headquarter in Akasaka Ward, Tokyo, "SOFTBANK" hereafter).

The service, jointly developed by Disney and SOFTBANK specifically for women in their 20's and 30's, builds on Disney's 7 years of experience in Japan developing and publishing mobile content services that appeal to a broad spectrum of women.

There are 3 key elements to the service:

- 1) **Disney Mobile will incorporate all core elements of existing mobile services.** SOFTBANK's strong involvement ensures that the service meets the high expectations of Japanese consumers including: nationwide coverage on SOFTBANK's recently enhanced 3G network; high-end Japanese handsets; access to the internet and to thousands of official content services; and the support of a nationwide retail network including both SOFTBANK retail stores and many mass electronics retailers.
- 2) **Disney Mobile will deliver a strong "Disney difference."** The service will incorporate a wide range service features and content that appeal to Japanese women and will make their mobile phone experience unique and more fun. These features will be both Disney-branded and non-Disney-branded and will include:
 - a. Stylish Disney-designed handsets: Disney is working with Sharp and SOFTBANK on the initial handset which incorporates subtle and sophisticated Disney design elements. There will be approximately 3 new handsets per year with multiple colors of each handset.
 - b. A Disney domain e-mail service: user's native email address will be "username"@Disney.ne.jp. They will also have access to a huge variety of exclusive Disney characters and icons with which they can customize and decorate their emails
 - c. Customized Internet experience: A customized version of the Softbank MOBILE's Yahoo! Mobile portal ("Yahoo! Keitai") ensures that users have easy access to the information and entertainment that's relevant to them.

- d. Exclusive entertainment content: A wide range of exclusive Disney content including ringtones, videos, and games as well as the ability to customize the phone user interface with stylish Disney themes
 - e. Access to Disney premium content services: In addition to exclusive content, users will have access to 23 of Disney's premium content services including such popular services as "style:id," "Mobile Theater" and "Mail Factory" at no additional cost.¹ Each of these services costs ¥105 -- ¥315 per month for non-Disney Mobile subscribers
 - f. Disney Magic Point Club: a unique loyalty program that allows subscribers to earn points towards a wide variety of exciting Disney rewards and benefits
- 3) **Disney Mobile will be great value.** Disney's commitment is to deliver a world-class mobile phone service with a strong Disney difference at competitive prices. Subscribers will be able to choose from among SOFTBANK's competitive price plans and will be able to enjoy the Disney features without any additional payments. Calling plans and service benefits can also be shared across Disney Mobile and SOFTBANK MOBILE making it easy for friends, couples, and families to combine Disney Mobile and SOFTBANK MOBILE services.

Commenting on the launch, Paul Candland said: "We have enjoyed a great deal of success in Japan with our mobile content services catering to Japanese women, in fact 75% of our 3.5M mobile subscriptions are from women over 20. Further, our extensive research shows that many Japanese women are interested in a fresh and unique mobile phone service, and are particularly excited about our handset designs and the unique Disney services that make every day more fun. As a result, we are tremendously excited about the potential of this new mobile service."

¹ Transmission fees will be charged separately.

3G Network

Disney Mobile will offer nationwide mobile service through SoftBank Mobile's high-quality 3G network. Softbank Mobile has continued to upgrade their network and now has over 46,000 base stations.

Retail availability

Disney Mobile will be available to consumers at all SoftBank Shops nationwide (2,521 stores as of January 10, 2008). In addition to Softbank Shops, Disney Mobile will be available at select mass electronics retailers across Japan as well as online.

Softbank Shops will serve as Disney Mobile service centers. In addition to being able to subscribe to Disney Mobile and purchase a Disney Mobile handset, consumers can use the service center capabilities of all the Softbank Stores in Japan

Number Portability

Subscribers to Disney Mobile will be able to port their number from any other of the three carriers in Japan.

Original Disney Mobile Content

In addition to the basic content and functions that are fun and convenient for daily life, Disney Mobile offers attractive original Disney content.

Communication: Original Disney e-mail function that enhances communication!

Disney Mobile subscribers will receive a fun Disney email address: username@Disney.ne.jp. The service will also allow subscribers to customize their mail with Disney character pictograms and animation. With each arriving email, users can enjoy watching animated Disney characters perform on the screen — all features that will make the daily activity of sending and receiving emails more fun. Disney has developed over hundreds of original pictograms, encompassing all your favorite Disney characters, which can be sent from Disney Mobile email.

Entertainment: Exciting content!

Disney Mobile will incorporate a wide range of entertainment content, both embedded in the handset and available on the Disney Mobile portal. Content will include music, original movies and exclusive games. Much of this content will be exclusive to Disney Mobile; for example, DM001SH will be embedded with a Disney original version of a popular game *Meteos* as well as the theme song from *Enchanted*, a new Disney movie ranked number one in the US, and is scheduled for release in Japan on March 14th, 2008.

In addition to exclusive Disney Mobile content, subscribers will be able to enjoy 23 official Disney membership content sites at no additional cost.. These sites include *style:id*, a stylish site with Disney arts specifically designed for women in 20's and 30's, *Disney Mail Factory* for customizing email, and *Disney Mobile Theater* with original movie content. Each of the 23 services sells for ¥ 105-315/service to non Disney Mobile subscribers.

Customization: Customize your screens!

Throughout the phone, everything is designed with original Disney style. Users can have as much or as little Disney as they want on their phone. Disney Mobile subscribers will be able to customize screens ranging from their menu to incoming call screens by choosing from multiple Disney custom user interfaces. The phone also includes many stylish Disney icons throughout, and customization content will be updated regularly on Disney Web.

The top page of Disney Web will have a “Customization function,” which enables subscribers to not only choose designs for their own pages, but also to customize information they receive, such as weather and daily horoscope. based on registration information.



Custom screen * image

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Beyond mobile service with a variety of benefits

As a benefit for Disney Mobile subscribers, Disney will offer Disney Magic Point Club, which allows subscribers to enjoy new Disney experiences through their daily mobile use. Disney Magic Point Club members will be able to exchange points accumulated through Disney Mobile use for a variety of Disney merchandises and experiences. Premiums will be available in broad categories such as character goods and DVDs

Disney Mobile Official Website

Disney Mobile’s official PC and mobile websites launched today, January 22nd. In addition to giving the latest information on products, services, campaigns and answering FAQs, from March 1, this website allows subscribers to use “My Disney Mobile” function, which enables subscribers to verify their mobile charges, change their registration information, or check their accumulated points. Furthermore, there will be entertainment contents unique to Disney Mobile official site. From January 25, original blog parts and screen savers will be available on Disney Mobile’s PC web site.

URL: <http://disneymobile.jp/> or <http://dimb.jp/> (For PC/ mobile phone)



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