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ABOUT DISNEY INTERACTIVE MEDIA GROUP

Disney Interactive Media Group (DIMG) is the division of The Walt Disney Company (NYSE: DIS) responsible for the creation and delivery of Disney branded interactive entertainment and informational content across multiple platforms including online, mobile and video game consoles around the globe.

DIMG oversees several lines of business. Disney Interactive Studios, which has five internal game development studios around the world, self publishes and distributes a broad portfolio of multi-platform video games, mobile games and interactive entertainment worldwide. Disney Online produces Disney.com, the No. 1 kids entertainment and family community Web site, for multiple platforms including PCs and mobile phones, as well as the Disney Family Network of Web sites for moms. Additionally, Disney Online develops and publishes an industry leading suite of online virtual worlds for kids and families. Disney Interactive Studios and Disney Online work together to leverage the platform-specific expertise of the collective group to create a line of interconnected, multiplatform interactive entertainment experiences. Disney Mobile Japan includes the Disney Mobile phone service as well as the region's highly successful mobile content business. DIMG also develops new online technologies and distribution platforms and operates the online technical backbone and infrastructure that power the Web presence of The Walt Disney Company. DIMG is headquartered in North Hollywood, Calif., with content available directly or through third parties in many major markets worldwide, including the Americas, Europe, and Asia Pacific.



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