



The **WALT DISNEY** Company

Euro Disney Associés S.C.A.



THE ENCHANTMENT OF DISNEY – A ‘PRICELESS’ SPONSORSHIP OPPORTUNITY FOR MASTERCARD’S EUROPEAN CARDHOLDERS

MasterCard signs multi-year corporate alliance agreement with Disney across Europe, Middle East, Africa, Russia and CIS

London and Paris, 11 January 2011 – The Walt Disney Company, Euro Disney Associés S.C.A. and MasterCard announced today a six-year strategic corporate alliance across Europe, Middle East, Africa, Russia & CIS.

The agreements make MasterCard the official partner in the payment services category of The Walt Disney Company EMEA & Russia and of Euro Disney Associés C.S.A.. As a result, this provides MasterCard with opportunities to create and deliver unique promotional opportunities for its cardholders across the breadth of Disney including motion pictures and the more than 100 Disney Stores across the region and in Disneyland Paris, Europe’s number one tourist destination.

This is the first pan-European family entertainment sponsorship platform for MasterCard, a recognised sponsor of such sports as Football and Golf. Underscored by MasterCard’s *priceless* marketing philosophy, this new marketing asset is designed to speak specifically to MasterCard’s cardholder. “As generations of consumers can testify, the very enchantment of Disney is *priceless*”, said Javier Perez, President of MasterCard Europe. “To come together with such a valued partner for the benefit of our cardholders is true marketing magic.”

Philippe Gas, CEO Euro Disney Associés S.C.A.: “As companies, we share a commitment to service, technological innovation, and magical experiences for our Guests. Disneyland Paris creates live family entertainment and Disney memories that last a lifetime and we look forward to finding additional ways to do the same for more than 500 million MasterCard and Maestro cardholders across the region.”

The agreement, which covers business-to-consumer and business-to-business initiatives provides the scope for considerable consumer benefits, which will include special advantages and discounts for all MasterCard cardholders. The partnership will also develop:

- New “Priceless” MasterCard cardholder experiences, including Disney Store shopping events and offers as well as Disneyland Paris events and hospitality benefits
- Opportunities for innovative payment solutions to support consumers at both Disneyland Paris and for in-store purchases in Disney stores
- Opportunities for MasterCard to secure further marketing and promotional opportunities across Disney’s branded businesses, providing unique business building opportunities for MasterCard customers
- The chance for Disney to develop promotional programs to reach MasterCard’s customer-base across the region and to leverage MasterCard’s payment services technology expertise
- Permanent MasterCard signage at Disneyland Paris and Disney Stores in the region, underlining the importance of the partnership with MasterCard.

Javier Perez, President, MasterCard Europe said: “I’m excited that we are going to work so closely with Disney. We know that the magic that Disney provides will create numerous priceless opportunities for all our cardholders including families with young children, the larger youth segment, our corporate customers and our own employees. This new partnership fits seamlessly within our existing strategy in which our sponsorship activities, be it sports sponsorship through to entertainment, should always aim to deliver a rewarding experience for today’s cardholder.”

Diego Lerner, president, The Walt Disney Company EMEA said: “With this alliance, MasterCard will benefit from Disney’s one of a kind expertise in family entertainment enabling them to reach this important audience in a fun, new way. We are thrilled to have a company such as MasterCard join our family of corporate alliance partners.”

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About MasterCard Worldwide

As a leading global payments company, MasterCard Worldwide prides itself on being at the heart of commerce, helping to make life easier and more efficient for everyone, everywhere. MasterCard serves as a franchisor, processor and advisor to the payments industry, and makes commerce happen by providing a critical economic link among financial institutions, governments, businesses, merchants, and cardholders worldwide. In 2009, \$2.5 trillion in gross dollar volume was generated on its products by consumers around the world. Powered by the MasterCard Worldwide Network – the fastest payment processing network in the world – MasterCard processes over 22 billion transactions each year, has the capacity to handle 140 million transactions per hour, with an average network response time of 140 milliseconds and with 99.99 percent reliability. MasterCard advances global commerce through its family of brands, including MasterCard®, Maestro®, and Cirrus®; its suite of core products such as credit, debit, and prepaid; and its innovative platforms and functionalities, such as MasterCard PayPass™ and MasterCard inControl™. MasterCard serves consumers, governments, and businesses in more than 210 countries and territories. For more information, please visit us at www.mastercard.com. Follow us on Twitter: @mastercardnews.

About The Walt Disney Company in Europe, Middle East and Africa:

The Walt Disney Company (TWDC) is a leading diversified international family entertainment and media enterprise with five business segments: parks and resorts, studio entertainment, media networks, consumer products and its interactive media group.

TWDC Europe, Middle East and Africa (EMEA) has operated in the region for more than 70 years, in over 23 countries with more than 5,500 employees. Disneyland Paris opened in 1992 and is now Europe's #1 tourist destination. TWDC is a major film distributor with recent successes including "Toy Story 3" and "Alice in Wonderland"-- both films set records across the region contributing to a global box office for each film in excess of \$1 billion. Disney was the first studio in history to achieve this milestone in a single year. The company is also a major suppliers of TV programming, distributing Disney-branded and non-branded television shows including the hit series "Desperate Housewives" which ranks in the top 10 US series on air in France, Germany, Italy and the UK. There are 58 branded Disney Channels (Disney Channel, Disney XD, Playhouse Disney, Disney Cinemagic and Toon Disney) in 23 languages covering 118 countries reaching more than 76 million homes across EMEA. Disney's wide range of locally designed consumer products are sold at specialist and mass market retailers and at more than 100 Disney Stores in UK, Spain, Italy, France and Portugal. A new concept store design, which recently launched in seven cities across Europe, offers a groundbreaking magical retail experience that families can enjoy together.

About Euro Disney Associés S.C.A.:

.The Group operates Disneyland® Paris which includes: Disneyland® Park, Walt Disney Studios® Park, seven themed hotels with approximately 5,800 rooms (excluding approximately 2,400 additional third-party rooms located on the site), two convention centers, the Disney® Village, a dining, shopping and entertainment centre, and a 27-hole golf course. The Group's operating activities also include the development of the approximately 2,200 hectare site, half of which is yet developed. Euro Disney S.C.A.'s shares are listed and traded on Euronext Paris. Disneyland Paris opened in 1992 and is now Europe's #1 tourist destination.