



IMMEDIATE RELEASE

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RADIO DISNEY ANNOUNCES TRIPLE CROWN PARTNERSHIP

BEACHES RESORTS, AIR JAMAICA and *ELLA ENCHANTED*
PRESENT THE RADIO DISNEY “BEACH BLANKET BLING BLING”

Burbank, CA (March 23, 2004) – Radio Disney has just announced its “triple crown” team of sponsors for the most “bling bling” promotion ever. Along with *Beaches Boscobel Resort and Golf Club*, *Air Jamaica* and the upcoming Miramax film, *Ella Enchanted*, Radio Disney brings “Beach Blanket Bling Bling” to not one, but ten lucky sweepstakes winners. The sweepstakes kicks off later this month with Radio Disney on-air promotional spots, a dedicated entry page on RadioDisney.com and a live broadcast with the winners in Ocho Rios, Jamaica. Winners will receive a 3-night trip to *Beaches Boscobel Resort and Golf Club* in Jamaica with airfare provided by *Air Jamaica*. While on vacation, winners will also receive a special concert with select *Ella Enchanted* soundtrack artists. Approximate media value for this sweepstakes is over \$350,000.

“The Beach Blanket Bling Bling contest highlights Radio Disney’s ability to extend the power of music into a luxury-filled experience,” said Eddie Rayden, Director of Promotions, Radio Disney. “Jetting off to a hoppin’ party on a Jamaican beach with hot movie music artists...I can’t think of a better way to kick-off the beginning of Spring.”

“We’re thrilled to bring Radio Disney listeners a taste of Jamaica with trip giveaways to our newest all-inclusive resort, *Beaches Boscobel* in Ocho Rios, Jamaica. I’m certain that the Radio Disney winners will be pleased with the unique experience offered by the Caribbean’s #1 resort chain,” said Debbie-Ann White, Promotions Manager for *Beaches Resort*.

About Radio Disney

Celebrating 10 years on the airwaves, Radio Disney has become the number one destination for kids, tweens and families on the radio. Radio Disney has full national coverage in the U.S. through 50 plus terrestrial stations, XM and Sirius satellite radio (channel 115), digital cable (MUSIC CHOICE), XM/DIRECTV (channel 867) and via streaming on RadioDisney.com. Radio Disney is a 24/7 family-friendly network that offers hit music, inspired programming and superstar promotions. Radio Disney has won the "Silver Angel Award for Excellence in Programming"; *iParenting's* "Media Excellence Award"; *Radio Ink's* "Reader's Choice Award" for Best Full Time Format; and *Media Industry Newsletter's* Integrated Marketing Award. The Radio Disney brand extends beyond terrestrial radio with the successful *Radio Disney Jams* CDs; the *RADIO DISNEY NOW!* podcast available on iTunes, <http://RadioDisney.com> and Yahoo.com; a branded section in Apple's iTunes store and a 24/7, dedicated on-demand music channel on Verizon/VOD. In addition, Radio Disney can be heard internationally and is currently available in the United Kingdom, Japan, and most of South America.