



FOR IMMEDIATE RELEASE
CONTACT: Jennifer Kobashi
Radio Disney
818-955-6757
Jennifer.l.kobashi@abc.com

MICHAEL PETERSON NAMED DIRECTOR OF SYNERGY AND MARKETING, RADIO DISNEY

BURBANK, CA February 26, 2004 – Jean-Paul Colaco, President & General Manager, Radio Disney, is pleased to announce that Michael Peterson has been named Director, Synergy and Marketing, Radio Disney, effective March 1.

As Director of Synergy and Marketing, Peterson will spearhead all synergy initiatives between the Radio Disney network & local markets and the various divisions within the Walt Disney Company, including the Studio, Theme Parks and Radio/Television/Cable Networks. In addition, he will be involved with various Radio Disney marketing, business development and promotional efforts. Peterson will report to Sarah Stone, Vice President, Marketing, Radio Disney.

Peterson, who most recently served as Director of Brand Management for the ABC Cable Networks Group, has advanced through various positions at The Walt Disney Company. Peterson's experience includes Disney Consumer Products, Disney Interactive and Corporate Reporting.

"Michael's extensive marketing experience within The Walt Disney Company and at other cutting edge organizations will be a tremendous asset to Radio Disney," said Stone. "We look forward to tapping into Michael's keen strategic and collaborative skills as Radio Disney's presence continues to grow."

Throughout his career, Mr. Peterson served as Vice President of Marketing for Ignite! Learning and Director of Marketing for eNutrition.com – both online start-up companies. He was also Director of Marketing for Baskin-Robbins.

Peterson holds an MBA and a BS in business administration from California State University, Northridge. He and his wife Yvette reside in Woodland Hills, California.

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.

###