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## **Radio Disney and MobiTV™ Announce Launch of The Radio Disney Mobile Channel**

**Pushing Radio to New Frontiers, Radio Disney,  
The Award-Winning Music Network for Kids, Tweens and Families,  
Joins MobiTV's MobiRadio™ Channel Line-Up**

Burbank, CA (NYSE: DIS) [JULY 18, 2006] – The definition of radio keeps evolving as Radio Disney joins forces with MobiTV, the global leader in television and digital radio services for cellular, WiFi and broadband enabled devices. The two companies will launch a Radio Disney mobile channel to be broadcast via MobiTV's MobiRadio™ service. Radio Disney's base of millions of listeners can turn on to new technology with MobiRadio, and they can now use their mobile phones to access their favorite Radio Disney content.

The MobiRadio service offers cellular subscribers immediate and live access to music, news, sports, weather and entertainment from the top artists and brands in talk radio.

"The Radio Disney MobiRadio channel will reach our extended audience of kids, tweens and their families; they trust our programming, content, and most of all, they love the hit music," says Michael Peterson, Executive Director of Brand Marketing at Radio Disney. "Our audiences appreciate that Radio Disney continues to evolve with the newest technologies, because the various platforms provide them with the ability to listen anywhere, any how and any time they want."

"With more than a million subscribers on our mobile TV and radio services, we know that consumers enjoy the thrill of getting their media on their mobile device," says Erik Smith, Senior Director of Business Development and Programming, MobiTV. "Radio Disney offers more great branded content for our loyal subscribers and their kids."

"Forging new paths for Radio Disney has proven to be quite successful," says Jean-Paul Colaco, President and General Manager at Radio Disney. "Radio

Disney's union with MobiRadio is another growth strategy to keep Radio Disney connected with kids and family, whenever and wherever they are."

This recent venture with MobiRadio complements Radio Disney's most recent launch on mSpot, another mobile phone multimedia service.

For more information on Radio Disney and MobiRadio, please visit websites [www.RadioDisney.com](http://www.RadioDisney.com) and [www.mobitv.com](http://www.mobitv.com)

#### 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, 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.

#### About MobiTV

MobiTV, Inc. is the global leader in mobile television and digital radio services for cellular, WiFi and broadband enabled devices. The MobiTV<sup>®</sup> service for mobile is available in the US through Sprint, Cingular and Alltel; in the United Kingdom through 3 and Orange UK; to Canadian customers through Bell Canada, Rogers and TELUS Mobility; through América Móvil in Latin America; and other regional carriers around the world. The MobiTV service is also available on laptops via the AT&T WiFi network or at the MobiTV web site. The Emmy<sup>®</sup> Award winning service has more than one million paying subscribers and offers many popular TV channels from content providers such as MSNBC, ABC News Now, CNN, Fox News, Fox Sports, ESPN 3GTV, NBC Mobile, CNBC, The Discovery Channel, TLC, The Weather Channel, along with cartoons, music videos, comedy and more. Founded in 1999, MobiTV is a privately-held company headquartered in Emeryville, CA. For more information please visit [www.mobitv.com](http://www.mobitv.com)

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