



FOR IMMEDIATE RELEASE

Radio Disney Joins the iTunes Radio Line-Up

BURBANK, CA – August 15, 2006 – Radio Disney, the number one radio destination for kids, tweens and families in the U.S., is now available via streaming live broadcasts on the iTunes Radio Tuner, in the "Top 40/Pop" section. The 24-hour, kid-driven radio network is also heard on over 50 stations in the U.S. and in the United Kingdom, Japan and most of South America. In the U.S., Radio Disney is also available on XM and Sirius satellite radio, digital cable television's Music Choice channel, an on-demand music channel on Verizon/VOD, on XM/DIRECTV and on RadioDisney.com.

Jill Casagrande, Senior Vice President and General Manager, Radio Disney, says, "A generation of kids are accustomed to listening to their music, their way on Radio Disney and we've seen their demographic advance a digital media revolution so extending our Radio Disney programming to the iTunes Radio Tuner platform furthers our goal to provide Disney-quality entertainment to kids and families wherever they are and whenever they want it."

Celebrating 10 years on the airwaves, Radio Disney is a 24/7 radio network devoted to kids, tweens and families. Kids help pick the music that is played and are encouraged to interact via a toll-free line to the Radio Disney studio. The network's current playlist, driven by listener requests and representing major record labels, includes recording artists Everlife, Hilary Duff, Miley Cyrus as Hannah Montana, Rihanna, Bowling for Soup, B5, Weezer, Aaron Carter, Raven-Symone, Jump 5, Pink, The Cheetah Girls, JoJo, Ashlee Simpson and Jesse McCartney.

Radio Disney's local radio stations across the U.S. further connect with millions of listeners through daily community-based events ranging from concerts, charity fundraisers, sponsored events and street team and personal appearances. Radio Disney brand extensions include multiple Radio Disney Jams CDs from Walt Disney Records.

Radio Disney has been honored with the "Silver Angel Award for Excellence in Programming," the *iParenting* "Media Excellence Award," the *Radio Ink* "Reader's Choice Award" for Best Full Time Format, and *Media Industry Newsletter's* "Integrated Marketing Award."

###

Press Contacts:

Heseon Park

(818) 973-2114

Heseon.park@abc.com

Patti McTeague

(818) 955-6743

patti.mcteague@disney.com