



IMMEDIATE RELEASE

PRESS CONTACT

Jennifer Kobashi
Radio Disney
PH – 818-955-6757
EM – jennifer.l.kobashi@abc.com

**LIVE, DIGITAL AND UNINTERRUPTED:
RADIO DISNEY 2.0 NOW STREAMING 24/7
AT RADIODISNEY.COM**

Radio Disney Launches the Highly Anticipated
Live Audio Stream of *Radio Disney 2.0* at RadioDisney.com

BURBANK, CA – April 4, 2006 – Radio Disney has launched *Radio Disney 2.0*, a live 24/7, digital audio stream available at RadioDisney.com. The award-winning, multi-platform Radio Disney, with over 50 U.S. terrestrial radio stations and satellite, digital cable and podcasting arenas, now offers digital Internet streaming of its top-rated music content and programming for kids, tweens and families.

“Streaming on RadioDisney.com is part of our overall strategy to be the kid and family music leader across different media platforms,” said Jean-Paul Colaco, President and General Manager, Radio Disney Worldwide. “Now, more than ever before, kids and families are engaging in multi-tasking, especially as they surf on the Internet. Streaming enables our listeners to stay connected with Radio Disney in a way that is in tune with their lifestyles.”

Anyone in the U.S. with Internet access can log on to RadioDisney.com, and just click on the “Listen Live on the Web” button to launch *Radio Disney 2.0*.

Already, kids and families have responded to Radio Disney’s multi-platform accessibility. “Not only is Radio Disney the number one radio station for kids and families; the *Radio Disney Now!* podcast has become the number one family podcast on iTunes,” said Colaco. “Since Radio Disney’s launch in four markets in 1996, we now offer many ways to hear the station including Internet streaming, terrestrial broadcasting on over 50 terrestrial stations, XM & Sirius satellite radio and MUSIC CHOICE on cable television.”

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 is available to 97 percent of the U.S. through 50 plus terrestrial stations. In addition, Radio Disney can be heard on 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" and *Radio Ink's* "Reader's Choice Award" for Best Full Time Format. 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.