



GET READY TO LIVE YOUR PRINCESS DREAM WITH THE SECOND EDITION OF DISNEY PRINCESS ACADEMY

- Disney Princess Academy returns giving little Princesses a chance to experience a lifetime opportunity, this time in eight cities across the country
 - Eight lucky girls will get a chance to star on Disney Channel!

Mumbai, December 18, 2013: Due to popular demand the Disney Princess Academy will return to India beginning January 5th till February 2nd, 2014. This year the Academy will be even bigger with three additional cities added to the tour including, Bangalore, Mumbai, Chandigarh, Chennai, Cochin, Pune, Kolkata and Delhi. The Academy will give 3600 Princess hopefuls the opportunity to attend and be a part of fun-filled activities including makeover, dancing, etiquette training, tiara making and even a chance to meet their favourite Disney Princesses. Eight Lucky winners (one from each city) will also get a chance to be a star on Disney Channel!

At the Disney Princess Academy, each participant will be groomed into real world princesses through a complete makeover and lessons in positive values such as compassion, intelligence, kindness and grace which the Disney

Disney Princess Academy sessions will be held across eight cities:

- Bangalore on 5th January
- Mumbai on 8th January
- Chandigarh on 12th January
- Chennai on 16th January
- Cochin on 19th January
- Pune on 22nd January
- Kolkata on 26th January
- Delhi on 1st and 2nd February

Princesses personify the world over. Participants will also get a chance to be a part of Art and Craft session where they will learn to make their own tiara and take part in Dainty Dancing workshop. The event culminates with a Royal ball where fans will have the opportunity to meet and take pictures with their favourite Disney Princesses.

“Our Princesses are timeless, ageless and personify values that kids love and parents trust. Through the second edition of Disney Princess Academy we hope to provide our fans with an opportunity to live their Princess dream and meet their favourite characters. The Academy also encourages moms & daughters to participate together giving them an opportunity to bond and create lifelong memories”, said Roshini Bakshi, managing director, Licensing & Retail, Disney UTV.

Fans and their parents can win a chance to be a part of Disney Princess Academy 2014 by simply buying any Disney product and logging onto www.disney.in/dpa

Disney gives Princess Fans an opportunity to experience its characters through an array of stylish and fun merchandise:

- An exciting range of Disney Princess role-play, which includes wands, tiaras, fashion accessories, Princess dolls, role-play sets, accessory backpacks to fulfil every little girls dream to be a Disney Princess. Available at a starting price of INR 99
- Little Princesses can bring to life their favourite Disney Princess stories through a range of home products such as electrical, wall décor, ceramic tableware, melamine tableware, fans, bed linen, door mats, towels, bathroom accessories and much more. Available at a starting price of INR 49
- Girls can wear their favourite Disney Princess through a range of fashion apparel such as t-shirts, skirts, dresses, shorts and accessories like costume jewellery, socks, footwear, watches, sunglasses and prescription frames. Available at a starting price of INR 99
- Experience the magic of Disney Princess through story books, colouring & activity books and learning aid books at a starting price of INR 50

- Little Princess fans can also carry their favourite Princesses to school with fun back to school products from school bags to pencil boxes to colouring and stationery sets to lunch boxes, sippers and water bottles and much more. Available at a starting price of INR 20
- To bring back the Princess memories, Disney has also launched Little Mermaid Diamond Edition DVD at INR 499, Disney Princess Collector's Edition (11 DVDs) at INR 2999, Magical Wishes Pack (with 5 DVDs) and Enchanted Tales Pack (with 5 DVDs) at INR 999.
- Princess fans can also be a part of the magical world of Disney Princesses by tuning on to Disney Channel and witnessing the enchanting Disney Princess stories including Cinderella, The Little Mermaid and Beauty & The Beast in December 2013 and Tangled movie premiere in January 2014

The range is available across all the leading retail stores including Shoppers Stop, Big Bazaar, Lifestyle, Reliance Footprint, Landmark, Crosswords, and Hamleys and on online portals like Babyoye.com, Flipkart.com and more.

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About Disney Princess:

The Disney Princess franchise enables little girls to role play as a princess through world-class entertainment and lifestyle products that enable them to act out scenes from Disney's wholesome, timeless and cherished fairy tale film classics. The franchise is comprised of ten beloved Disney Princess characters – Ariel (The Little Mermaid), Aurora (Sleeping Beauty), Belle (Beauty and the Beast), Cinderella, Jasmine (Aladdin), Mulan, Pocahontas, Rapunzel (Tangled), Snow White and Tiana (The Princess and the Frog). Each Disney Princess character has a unique story that empowers girls to imagine and enact their very own fairy tales. Disney began branding the characters under the Disney Princess umbrella brand in 2000. Today, Disney Princess is a global franchise that has become a leading girls' lifestyle brand with product offerings including toys and personal electronics, apparel, home décor, stationery, food, personal care, publishing, video games, and home entertainment, theme park and live theatrical experiences. Every month, millions of girls engage with each Disney Princess character through interactive stories and activities at disney.com/disneyprincess

About Disney Consumer Products:

Disney is the largest retail character licensor in the world with US\$37 billion in character merchandising retail sales globally in 2012. Disney's Consumer business include: Toys; Fashion & Home; Food, Health & Beauty (FHB); Consumer Electronics; Stationery; Publishing and Retail Sales and Marketing the Consumer business plays a critical role in providing Indian consumers a chance to bring a piece of the Disney magic home through a wide range of creative and locally-appealing merchandise.

Today, Disney products are available across over 100,000 retail touch points in India. Disney Consumer Products (India) continues to focus on broadening its distribution by expanding product reach beyond large cities through existing licensees and retail relationships. Working with over 140 licensees across categories, Disney's retail presence, such as the unique "store-in-store" concepts in prominent retail outlets such as Lifestyle and Hamleys in Mumbai, Sapphire in Bangalore, Landmark Stores, deliver a broad range of products and continue to reach more and more consumers across the country.

In an endeavor to provide consumers with the best choice, the greatest convenience and flexibility, Disney and Net Distribution Services launched www.shopatdisney.in, extending Disney's reach beyond large cities and making Disney merchandise collection available online and just a few clicks away. Disney Consumer Products has also leveraged the growing e-commerce market in India, by making Disney branded products available across all the key online portals such as Flipkart, Snapdeal, First Cry etc.

Disney Publishing Worldwide (DPW), also the biggest publisher of children's books in the world, has over 500 titles published through local licensees and runs a growing direct distribution business with over 120 titles. In 2012, the publishing division sold over 4 million books in India to children who continue to engage with their favorite Disney stories in print.