



## Company Overview

Disneyland® Resort is the original theme park complex envisioned by Walt Disney and a Division of The Walt Disney World Company, the third largest media and entertainment corporation in the world, after News Corporation and Time Warner. Located in Anaheim, California, the popular park has been visited by more than 515 million guests since it opened to the public, including presidents, royalty, and other heads of state.

Always growing, the Disneyland Resort now has a wide range of areas and attractions designed for every age group, including Main St. USA, Frontierland, Fantasyland, and Tomorrowland.

## The Deal

Disneyland® Resort has selected DigitalPost Interactive's CORE digital media-sharing platform to power a new kiosk display called "Build Your Own Dream Home" (BYODH) that will enable guests to build their own, custom dream home, and share it online with family and friends through photos, videos, and more.

The BYODH concept is part of the new Innoventions Dream Home attraction being developed in partnership with Microsoft, Hewlett-Packard, and Taylor Morrison that is scheduled to open in May, 2008 at the Disneyland Resort. The attraction is being developed as a 5,000+ sq. ft. "high-tech, high-touch" home to showcase a wide range of technologies and products, including the latest in mobile phones, PCs, digital music and gaming to demonstrate how home technology can be simple, intuitive and fun while helping consumers stay closer to the people, places and entertainment that are most important to them.

As an additional project for the attraction, DGLP is developing interactive content to support a sweepstakes by home builder Taylor Morrison, launching in June, 2008. Disney and Taylor Morrison have agreed to pay DigitalPost Interactive a total of \$75,000 for these projects, plus additional hosting fees as required.

## Why Is This Deal Important?

The partnership will expose DigitalPost's technology to millions of potential consumers and reinforces the company's position as a leader consumer-friendly digital media-sharing technology. The deal is poised to benefit a number of parties, including:

- **Disney** – Gives the company access to a user-friendly interface that compliments their fun, friendly park environment they are known for.
- **Taylor Morrison** – provides the home builder with innovative technology that will allow them to launch a home giveaway sweepstakes online to create new exposure for their brand.
- **DigitalPost Interactive** – Pairs DGLP with leaders such as Microsoft and Hewlett-Packard; opens up DGLP as a technology provider to other business units in the larger Disney empire; exposes the company's user-friendly technology to millions of potential consumers; and aligns DGLP with other world-class brands that are synonymous with service, innovation, and delivering an exceptional customer experience.

## Disney / DigitalPost Interactive Solution



With DGLP's technology, Disney guests will be able to create custom dream homes at the new Innoventions Dream Home Exhibit opening May 2008.

## Disneyland Highlights

### World Leader in Entertainment

Original park developed by Disney, the 3<sup>rd</sup> largest media and entertainment corporation in the world.

### Exciting New Attraction

Launching new Dream Home attraction in Tomorrowland in May, 2008 with partners like Microsoft and Hewlett-Packard that will give consumers a "high-tech, high-touch" experience to show that technology can be simple, intuitive and fun.

### Broad Consumer Reach

The Disneyland Park has received more than 515MM guests since opening, and the new attraction is expected to be a popular addition to the growing park.