

WORLD PROMOTIONS & THE WALT DISNEY COMPANY



The Walt Disney Company was founded in 1923, today it is one of the world's largest Entertainment companies. Disney is divided into four major business segments: Studio Entertainment, Parks and Resorts, Consumer Products, and Media Networks. Each segment consists of integrated, well-connected businesses that operate in concert to maximize exposure and growth worldwide.

Disney Studio Entertainment

The Studio Entertainment unit is the foundation on which The Walt Disney Company was built; it incorporates Walt Disney Pictures, Touchstone Pictures, Hollywood Pictures and Miramax Films. Buena Vista International serves as the studio's international distribution arm. Buena Vista Theatrical Productions is one of the largest producers of Broadway musicals, and the Buena Vista Music Group distributes original music and motion picture soundtracks under its four record labels: Walt Disney Records, Buena Vista Records, Hollywood Records and Lyric Street Records.

Advancing its strategy of developing outstanding creative content, Disney acquired renowned computer animation leader Pixar in an all-stock transaction completed in May 2006.

Disney Parks and Resorts

Walt Disney Parks and Resorts began in 1952; Since then, Walt Disney Parks and Resorts has grown to encompass the world-class Disney Cruise Line, seven Disney Vacation Club resorts (with more than 100,000 members), Adventures by Disney, and five resort locations (encompassing 11 theme parks) on three continents:

Disneyland Resort, Anaheim, California
Walt Disney World Resort, Lake Buena Vista, Florida
Tokyo Disney Resort, Urayasu, Chiba
Disneyland Resort Paris, Marne La Valle, France
Hong Kong Disneyland, Penny's Bay, Lantau Island

Disney Consumer Products

Disney merchandising began in 1929, The Consumer Products segment now extends the Disney brand to merchandise ranging from apparel, toys, home décor and books to interactive games, foods and beverages, electronics and fine art. Disney Consumer Products is one of the largest licensors in the world. It is divided into Disney Hardlines, Disney Softlines and Disney Toys. Disney Publishing is the world's number one children's publisher, with domestic imprints including Hyperion Books for Children, Disney Press and Disney Editions, as well as the number one children's magazine in the United States, Disney Adventures.

Other businesses under Disney Consumer Products are Buena Vista Games, bringing Disney content to the interactive gaming community; The Baby Einstein Company, which produces developmental media for infants; and the Disney Stores worldwide and Disney Direct Marketing, which includes DisneyStore.com and the Disney catalog.

Disney Media Networks

The Media Networks segment encompasses a vast array of properties on the television, cable, radio and Internet landscape. The ABC Television Network includes [ABC Entertainment](#), [ABC Daytime](#), [ABC News](#), [ABC Sports](#), ABC Kids and the Disney-owned production company Touchstone Television. ABC Owned Television Stations operates 10 stations in top markets across the country, ABC Radio owns 72 stations nationwide, and the company's expansive radio offerings include [Radio Disney](#), [ESPN Radio](#) and [ABC News Radio](#).

Media Networks incorporates a suite of cable networks, including [ESPN](#), [Disney Channel](#), [ABC Family](#), [Toon Disney](#), and [SOAPnet](#). The segment also operates Walt Disney Television Animation and Fox Kids International, and holds the company's equity interest in Lifetime Entertainment Services, A&E Television Networks and E! Networks.

Also included in the Media Networks segment are [Buena Vista Television](#), which produces and distributes syndicated programming; [Buena Vista International Television](#), which distributes Disney's series and movies for television outside the United States; [Hyperion Books](#), Disney's general interest publishing imprint; and Walt Disney Internet Group, which leads corporate Internet business and technology strategy and manages many of the company's Internet properties. Recently, WDIG launched Disney Mobile, the first wireless service designed specifically for families.

ABC Television produces and airs the #1 rated Ballroom show "Dancing with the Stars"

World Promotions (Holdings) Inc.

World Promotions (Holdings) Inc. www.worldpromotionsinc.com announces that it has entered into an arrangement with The Walt Disney Company as a Ballroom Dance talent provider. World Promotions is responsible for locating contracting and providing Professional Dance couples from our very talented "DanceWorld" for Disney. The agreement was finalized on November 29th 2006 and Disney hired the first Ballroom show couple for a Disney Event on December 1st!

World Promotions is honored to be approved as a select "Disney Vendor" and we are looking forward to introducing many of our Professional Dancers to The Walt Disney group of companies.

We invite all Professional couples in all styles (Ballroom, Latin and Exhibition), from all geographic locations who are interested in being included in the list of dancers promoted to Disney to send us their resumes and biographies. (All information received will be confidential).

World Promotions is focused on the commercial marriage of the Ballroom Dance World with Media and Entertainment; entering into an arrangement with Disney is in line with our company's vision.

World Promotions (Holdings) Inc. is among the World's leading promoters of Ballroom Dance Events; hosting a dozen competitions annually (with 30,000 entries) and Producing Stage and Television events. We are a non political company and dancers do not need to be a member of, or affiliated with, any organization or body to participate or perform at our events. World Promotions Inc. contracts only Professional Dancers to perform for them. The World Dance Council (WDC) is the acknowledged body governing Professional Dancers worldwide. The WDC have kindly agreed to assist World Promotions Inc. in verifying the eligibility of Professional Dancers.