



October 11, 2001

## **"WHO WANTS TO BE A VILLIONAIRE" HEADLINES DISNEY.COM HALLOWEEN MAGIC**

### **Site Features Internet Game Show "Spooktacular Spoof", Games, Activities and Prizes**

BURBANK, CA. -- October 11, 2001 - This Halloween, Disney's online guests will have the chance to win a "Villion" dollars and be eligible for a trip for four to Disney's California Adventure, just by playing "Who Wants To Be a Villionaire?" ([www.disney.com/halloween](http://www.disney.com/halloween)), an online interactive game for kids and families.

Launching October 19 and running through October 31 -- a time known to Disney.com fans as "The 13 Days of Halloween" -- the "Who Wants To Be a Villionaire?" Challenge is an adaptation of ABC's popular "Who Wants To Be a Millionaire?" program that features trivia about Disney's well-known cast of villains. Leading up to "The 13 Days of Halloween" many games and activities, including the "Creepy Cauldron Challenge" arcade game and the Villians Print Center with downloadable Halloween masks and greeting cards, are available at Disney Online's Halloween celebration.

"Who Wants to Be A Villionaire?" will feature such infamous guest hosts as Captain Hook from Peter Pan, The Lion King's Scar, Queen of Hearts from Alice in Wonderland, and The Little Mermaid's Ursula. These characters and others will take turns hosting the program, asking trivia questions about their villainous roles within the respective Disney films and awarding prizes to lucky site visitors.

Sample questions that a villain might ask (using the character's original voice) during the game are:

- According to the Magic Mirror, who is the fairest of them all?
- People call me Cinderella's wicked stepmother, but what is my real name?
- What are the numbers on the Mad Hatter's hat?

Similar to the original program's format, guests who experience difficulty in answering questions are given three life lines: phone a "fiend", ask the audience, and 50/50. Cruella De Ville from 101 Dalmatians will serve as the exclusive "phone a fiend" for all players. Exclusive downloadable desktop art is awarded each day to contestants who answer all the questions using only these

three hints.

One grand-prize winner will receive a trip for four to Disney's California Adventure to visit the "Who Wants to be a Millionaire: Play It!" attraction. Other prizes include "Cruella de Ville's Favorites" music CD, and CD-ROM software of the original "Millionaire" game made especially for kids. In addition, every player who answers all questions correctly will receive "One Villion Dollars" -- a printable "Villion Dollar" bill redeemable at Disney Stores for a \$10 discount on purchases over \$75.

"Villains have always played memorable, leading roles in Disney films. Naturally, they are the stars at Disney Online this time of year," said Ken Goldstein, executive vice president and managing director of Disney Online. "Seeing our villains play the role of game show host in the setting of this familiar TV show demonstrates our commitment to creating unique, new, and, of course, magical online experiences."

#### Disney Online

Disney Online produces Disney.com, the leading kids' and family entertainment destination on the Internet. Disney Online has nearly 8.9 million unique users per month, according to Media Metrix (August 2001), an independent measurement service. Disney.com features exciting neighborhoods that live within the gates of Disney's virtual theme park, housing a variety of wholesome, original content that consistently reflects the magic that has come to be expected of Disney. The neighborhoods, specially designed for each member of the family, include Shopping, Vacations, Playhouse, Kids Island, Entertainment, and Fun for Families. Disney Online also produces Family.com, the premier online family solutions center combining award-winning content and integrated commerce, and works closely with The Walt Disney Internet Group, which provides integrated strategic and operational Internet services for The Walt Disney Company's Internet initiatives.

Contact: Kim Kerscher  
Walt Disney Internet Group  
(818) 623-3266\*  
kim.kerscher@dig.com

\*Remember: if you are under 18 years of age, you must have your parent or guardian's permission to dial this number.