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WALT DISNEY WORLD WORLD PRESS RELEASE

(March 24, 2008) Disney Theme Park Merchandise releases on April 5th, the first in a series of DVDs chronicling the inspiration and creation of the Disney Theme Parks and Attractions told from the perspective of the Walt Disney's Imagineers. On April 5th, the DVD will be available for sale at Disneyana Shop and several Imagineers will be on hand for the signings.

The DVD, "Imagineering the Magic-Disneyland", hosted by Imagineer Dave Fisher, details through historical and never seen before film footage, the beginnings of Disneyland in 1955 to present day with a rare glimpse behind the scenes of the creation of Finding Nemo Submarine Voyage.

The DVD focuses on the early challenges Walt Disney faced in opening Disneyland , how feature animation technique was applied to attraction design and how new technologies continue to drive new and exciting stories and guest experiences. Inspiring and amusing anecdotes about the early pioneers of Imagineering and their contributions to the success of Disneyland are shared by many current day Imagineers.

Among the many notables joining Dave for these development stories and Imagineer recollections include Marty Sklar, Tom Fitzgerald, Tony Baxter, Kathy Rogers and Kevin Rafferty.

“We have wanted to take our Park DVD’s to a new level of storytelling,” commented Betsy Singer, Product Developer for Disney Theme Park Merchandise. “Our guests are very interested not only in the new and exciting attractions and events our Parks are developing but they also want to know more about the talented men and women who create them”.

“This DVD is a true homage to the original Imagineers that Walt Disney recruited to build Disneyland and continues on with recognizing the new talents that are influencing our Parks around the world.”

The second title, “Imagineering the Magic-Magic Kingdom at Walt Disney World® Resort” is slated to be released later this year. The “Imagineering the Magic” series was created by Richard Skillman and former Imagineer Mark Rhodes and co-produced by Richard with Cameron Roberts and Greg Jones of D7, a Disney production partner.