



MusicIP Selected by Disney to Provide Key Technology for New Media Player Devices

MyDJ™ Provides Instant Playlist Functionality for Disney Mix Stick and Mix Max Portable Media Players

Monrovia, CA—November 1, 2006—MusicIP, the world's most comprehensive music search engine, announced that Disney Consumer Products has licensed MusicIP's MyDJ™ embedded technology, which allows users to find the music they want to hear and to create instant playlists with a single button, to power the MixIt! feature on its popular Disney Mix line of portable media players for kids.

MyDJ lets users listen to the music they're in the mood for, easily and instantly, without the randomness of shuffling and the interruption of skips. With one click, MyDJ does a musical scan, playing samples from the musical zones on the device. Clicking again creates an instant playlist of similar songs. Because MyDJ acts on the musical patterns within each track, instead of metadata, it creates fresh and interesting playlists with songs from every corner of a listener's collection.

Launched in 2005 for the holiday season, the Disney Mix Stick was an instant success and has established Disney among the top 10 best-selling flash-based MP3 players at U.S. retail, according to The NPD Group. In September, Disney announced two new Disney Mix branded products including the Disney Mix Max which plays videos in addition to music. MyDJ will be supported across the entire line of Disney Mix players this holiday.

"With the Disney Mix line of media players, we are making digital music more accessible for kids than ever before," said Chris Heatherly, vice president of Global Electronics for Disney Consumer Products. "Most players on the market today, are just not intuitive to kids. MusicIP's technology lets us make it magically simple for kids to surf their music collections and make playlists in a fun, innovative way that is fresh in the marketplace."

MusicIP's patented MyDJ embedded navigational technology can work within all portable, home, auto and mobile devices, utilizing new or existing user interfaces. In working with Disney, MusicIP's functionality was embedded on multiple players, using a variety of chip sets from industry leaders such as Sigmatel and Telechips, further proving the technology's scalability.



“With consumer electronics device designers in fierce competition, especially in the rapidly-maturing MP3 player market, finding a unique feature set that enables listeners to find the music they want can really tip the scales,” said Dr. Matthew Dunn, CEO of MusicIP. “We are honored to have Disney bring this functionality to market, as they are truly advancing the state-of-the-art for music enjoyment.”

About MusicIP

Founded in 2000, MusicIP is a revolutionary technology company that is re-inventing the digital music business by providing unique solutions to a continually evolving industry. MusicIP provides patented, scalable solutions for music devices, desktop applications and web-based services. The company’s value proposition is simple: make music more enjoyable and accessible for people, so that artists, retailers, and consumer electronics manufacturers sell more music. For more information, visit www.musicip.com

About Disney Consumer Products

Disney Consumer Products (DCP) is the business segment of The Walt Disney Company (NYSE: DIS) that extends the Disney brand to merchandise ranging from apparel, toys, home décor and books to interactive games, food and beverages, stationery, electronics and animation art. This is accomplished through the work of DCP’s various lines of business: Disney Toys, Disney Apparel, Accessories and Footwear, Disney Home, Disney Food, Health & Beauty, Disney Stationery, Disney Publishing, Buena Vista Games, Baby Einstein, the Muppets Holding Company and Disney Shopping, Inc.’s catalog and Website - disneyshopping.com. The Disney Store, which debuted in 1987, also falls under DCP, through stores currently owned and operated by unaffiliated third parties under licensing agreements in North America and Japan, and wholly owned stores in Europe. For more information about DCP, please visit our web site at www.disneyconsumerproducts.com.

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