NEWS RELEASE

Mark G. Parker Elected to The Walt Disney Company Board of Directors

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BURBANK, Calif. January 11, 2016—The Walt Disney Company (NYSE: DIS) Board of Directors has elected Mark G. Parker, the president and chief executive officer of Nike, Inc., as a director, effective immediately.

“As CEO of Nike, Mark is widely recognized for driving the stellar growth of an industry-leading brand,” said Robert A. Iger, Disney’s chairman and CEO. “His keen insight into consumers and his broad experience in international markets make him a great fit for the Disney Board.”

“I’m honored to be named a director of Disney,” Mr. Parker said. “For decades, Disney has delivered truly elevated consumer experiences globally, inspiring generations with creativity and vision. I look forward to working with this team as the company continues to set its sights on the future.”

Mr. Parker will stand for election along with the Company’s other directors at Disney’s annual meeting on March 3 in Chicago. Mr. Parker’s appointment brings total membership on the Disney Board to 12.

Mr. Parker has served as CEO and president of Nike since January 2006. He joined Nike as one of the company’s first footwear designers in 1979 and during his 37-year tenure he has been at the center of innovation, bringing pioneering concepts and engineering expertise to vital roles such as vice president of consumer product marketing, vice president of global footwear and co-president of the Nike Brand. Mr. Parker has led the way for Nike Air and a multitude of industry-breakthroughs in product design. In addition to helping lead the continued growth of the Nike brand, Mr. Parker is responsible for the growth of the company’s global business portfolio, which includes Converse Inc. and Hurley International LLC.

Mr. Parker holds a B.S. in Political Science from Pennsylvania State University.

Contact:

Zenia Mucha
Corporate Communications
(818) 560-5300