NEWS RELEASE

The Walt Disney Company Declares Cash Dividend of $0.66 Per Share for First Half of Fiscal 2015

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BURBANK, Calif., June 24, 2015—The Walt Disney Company (NYSE: DIS) Board of Directors today declared a cash dividend of $0.66 per share for the first six months of fiscal 2015, payable July 29 to shareholders of record at the close of business on July 6. With this dividend, Disney will begin paying dividends on a semi-annual basis, rather than once a year.

“Disney delivered significant increases in revenue, net income and EPS for the first half of fiscal 2015. We are pleased to raise our dividend 15% on an annualized basis, as well as increasing the frequency of our dividend payments,” said Robert A. Iger, Chairman and Chief Executive Officer, The Walt Disney Company.

About The Walt Disney Company:

The Walt Disney Company, together with its subsidiaries and affiliates, is a leading diversified international entertainment and media enterprise with five business segments: media networks, parks and resorts, studio entertainment, consumer products and interactive. Disney is a Dow 30 company and had annual revenues of $48.8 billion in its Fiscal Year 2014.

Forward Looking Statements:

Certain statements in this press release may constitute “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are made on the basis of management’s views and assumptions regarding future events and business performance as of the time the statements are made. Management does not undertake any obligation to update these statements. Actual events may differ materially from those expressed or implied. Such differences may result from actions taken by the Company, as well as from developments beyond the Company’s control, including international, political, health concern and military developments and changes in domestic and global economic conditions that may affect our businesses generally. Additional factors are set forth in the Company’s Annual

Report on Form 10-K for the year ended September 27, 2014 under Item 1A “Risk Factors.”

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