



**Disney Consumer Products and Celebrated Designer Charlotte Tarantola
Announce "Alice in Wonderland" Inspired Fashion Collection**

*Charlotte Tarantola for Disney "Alice in Wonderland" line
Launches Nationwide May 2010 and will be featured in Macy's*

Culver City, CA — April 21, 2010 — The surreal/fantasy-adventure film directed by Tim Burton, "Alice in Wonderland," comes to DVD and Blu-Ray on June 1, 2010 (U.S. retailers). In the spirit of this fantastic journey, **Disney Consumer Products** and Charlotte Tarantola have come together to create stunning cardigans worthy of this celebrated Disney line: *Charlotte Tarantola for Disney*. Well-known in the fashion industry for her trend-right designs that play up coloration and innovative treatments, Tarantola was given access to Tim Burton's artwork for "Alice in Wonderland" to develop a collection that captures the allure and mystery of Alice's surrealistic journey in an apparel line that is decidedly 21st Century.

The collection offers prints, ruffles and sparkles that will make you never want to leave Wonderland. Like Alice peering through the looking glass, you can see flowery friends, tea-time treats, pocket watches, lace and mysterious keys, elements from the film with a balance of artistry and subtlety found only in other Tarantola creations.

"The arresting settings and characters in Tim Burton's interpretation of "Alice In Wonderland" provided great inspiration and have made it possible for us to work with a group of renowned designers to create a truly unique collection of lifestyle products that will continue to position Disney at the forefront of fashion trends," said Pam Lifford, executive vice president, global fashion and home, DCP. "Our collaboration with Charlotte Tarantola brings it all together in a way that is fun and interesting for consumers and Disney fans alike."

Since 2002, Disney has collaborated with the hottest designers to make classic characters like Alice, Snow White, Mickey Mouse and others fashionable. Disney is now viewed as a major fashion player, consistently ranking on the *Women's Wear Daily* WWD100 list of the most influential fashion brands. Continuing this trend, *Charlotte Tarantola for Disney* is designed for trend-forward women and discerning gift givers and is sure to be a hit this summer.

Retailing for \$114 to \$120, the *Charlotte Tarantola for Disney "Alice in Wonderland"* pieces will be available nationwide in specialty stores and fine department stores including Macy's, as well as at www.charlottetarantola.com.

ABOUT CHARLOTTE TARANTOLA

Established in 1996, Charlotte Tarantola offers a full assortment of stunning cardigans, sensational sweaters, perfect-fit tees and underpinnings. The brand continues to expand with Charlotte Tarantola for Girls and a fantastic collaboration with Disney. Charlotte's design philosophy remains true to her artistic roots, "Each piece begins as a canvas and is an occasion to create art," with details inspired by Charlotte's world travels, vintage thrift stores, and Old Hollywood glamour. The Charlotte Tarantola collection is available at fine department and specialty stores nationwide, including Anthropologie, Macy's, and Bloomingdales. For more information, please visit www.charlottetarantola.com.

About Disney Alice In Wonderland

From Walt Disney Pictures and visionary director Tim Burton comes an epic 3D fantasy adventure, "Alice In Wonderland". Johnny Depp stars as the Mad Hatter and Mia Wasikowska as 19-year-old Alice, who returns to the whimsical world she first encountered as a young girl, reuniting with her childhood friends: the White Rabbit, Tweedledee and Tweedledum, the Dormouse, the Caterpillar, the Cheshire Cat, and of course, the Mad Hatter. Alice embarks on a fantastical journey to find her true destiny and end the Red Queen's reign of terror. The all-star cast also includes Anne Hathaway, Helena Bonham Carter and Crispin Glover. The screenplay, by Linda Woolverton, captures the wonder of Lewis Carroll's beloved "Alice's Adventures in Wonderland" (1865) and "Through the Looking-Glass" (1871) with stunning, avant-garde visuals and the most charismatic characters in literary history.

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 and magazines to foods and beverages, stationery, electronics and fine art. This is accomplished through DCP's various lines of business which include: Disney Toys, Disney Fashion & Home, Disney Food, Health & Beauty, and Disney Stationery. Other businesses involved in Disney's consumer products sales are Disney Publishing Worldwide, the world's largest publisher of children's books and magazines, and www.DisneyStore.com, the company's official shopping portal. The Disney Stores retail chain, which debuted in 1987, is owned and operated by Disney in North America, Europe, and Japan. For more information, please visit www.disneyconsumerproducts.com or watch us at www.youtube.com/disneyliving.

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