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## **Shanghai Disneyland to Expand with New Toy Story Land**

*New Attractions, New Experiences featuring characters from the hit Disney•Pixar Toy Story films to delight guests at Shanghai Disneyland*

**Shanghai, November 10, 2016** – Woody, Buzz and all of their *Toy Story* friends will soon be entertaining guests at an all-new land of their own in Mainland China. One of The Walt Disney Company’s most popular franchises will have an even bigger presence at Shanghai Disney Resort’s theme park, Shanghai Disneyland, when the park opens its 7<sup>th</sup> themed land. Leadership from the joint venture’s two shareholders, The Walt Disney Company and the Shanghai Shendi Group, recently broke ground on the new themed land, in a sign of their confidence in the growing consumer demand for themed entertainment in China, and as a clear sign of the early success of Shanghai Disney Resort.

“We couldn’t be more pleased with Shanghai Disneyland’s first four months of operation and couldn’t be more excited about our future in mainland China,” said Bob Chapek, chairman of Walt Disney Parks and Resorts. “We’re demonstrating our confidence by breaking ground on a new Toy Story Land that will be both authentically Disney and distinctly Chinese, delighting our guests for years to come.”

Toy Story Land will be a high-spirited, colorful world where guests will enter the backyard of Andy, the boy from the movies, and will feel as if they’ve been shrunk down to the size of their favorite *Toy Story* toys for laughter and fun. The toys come to life and play in a fully immersive land with three new attractions and a uniquely themed character greeting area.

“Since its opening in June this year, Shanghai Disneyland’s operation has run smoothly and our guests have been very enthusiastic. We have received positive feedback from the entire society – all of which makes us excited about the future,” said Fan Xiping, chairman of Shanghai Shendi Group. “The newly announced Toy Story Land is part of the accelerated expansion plan for the first phase of the theme park. Both shareholders will continue to launch more new experiences



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to meet the needs of our guests from China and all over the world.”

Characters and stories from the *Toy Story* franchise have strongly resonated with Chinese guests. Shanghai Disney Resort has the only *Toy Story*-themed resort hotel in the world, and Shanghai Disneyland also has the popular *Buzz Lightyear Planet Rescue* attraction, a guest favorite which features the most advanced Buzz Lightyear targeting system at any Disney Park in the world.

“Walt Disney once said that Disneyland, and by extension, all of our theme parks, would never be complete, that they would continue to grow as long as there is imagination in the world,” said Philippe Gas, general manager of Shanghai Disney Resort. “We are so excited to bring this same sense of imagination and optimism to Shanghai and look forward to growing our resort together with our guests in China. This is a great time to visit Shanghai Disney Resort and experience the magic of Disney.”

The new *Toy Story Land*, with unique attractions and experiences guests can only have at Shanghai Disneyland, is set to open in 2018.



*Bob Iger, Chairman and CEO of The Walt Disney Company (middle), Bob Chapek, Chairman of Walt Disney Parks and Resorts (left) and Fan Xiping, Chairman of Shanghai Shendi Group (right) recently broke ground on the new Toy Story Land at Shanghai Disneyland.*

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### **About Shanghai Disney Resort**

Shanghai Disney Resort is a joint venture between The Walt Disney Company and Shanghai Shendi Group comprised of two owner companies (Shanghai International Theme Park Company Limited and Shanghai International Theme Park Associated Facilities Company Limited) and a management company (Shanghai International Theme Park and Resort Management Company Limited). Shanghai Shendi Group holds 57% of the shares and Disney holds the remaining 43% of shares of the owner companies. Disney has a 70% stake and Shanghai Shendi Group has a 30% stake in the joint venture management company. The management company is responsible for creating, developing and operating the resort on behalf of the owner companies.