



FOR IMMEDIATE RELEASE

Shanghai Disney Resort Celebrates the Opening of Disney·Pixar Toy Story Land

First major expansion less than two years after grand opening provides guests with even more fun to experience as favorite stories come to life

Shanghai, April 26, 2018 — Shanghai Disney Resort celebrated a major milestone today with the opening of Disney·Pixar Toy Story Land, the seventh themed land and the first major expansion of Shanghai Disneyland since it opened its gates to the people of China in June 2016. Building on the early success of the resort, the new land features brand new attractions and entertainment experiences, immersing guests of all ages into the unparalleled creativity, fun and imagination of Pixar's *Toy Story*.



Shanghai Disney Resort today celebrates the opening of Disney·Pixar Toy Story Land with a kinetic opening moment





This morning, Bob Iger, chairman and chief executive officer, The Walt Disney Company, celebrated the opening of the exciting expansion in a kinetic opening moment featuring the beloved *Toy Story* friends Woody, Jessie and Buzz Lightyear and a lively performance of “You’ve got a Friend in Me.” Mr. Chen Qun, vice mayor of Shanghai Municipal People's Government, Madam Zong Ming, deputy secretary general of Shanghai Municipal People's Government, and leadership from the Administrative Commission of Shanghai International Resort and the joint venture's Chinese shareholder, Shanghai Shendi Group, joined the high-energy ceremony moment and celebrated the opening with invited guests.



Bob Iger, chairman and CEO of The Walt Disney Company, welcomes guests to Shanghai Disneyland's newest themed land with beloved Toy Story characters

“We’re grateful to the people of China for wholeheartedly embracing Shanghai Disney Resort, for truly making it their own and also making it one of the most successful theme parks we’ve ever opened,” said Iger. “We’re incredibly proud of the success of this one-of-a-kind, world-class destination, and we are thrilled to give our Chinese guests even more to explore and enjoy at the resort with the addition of a spectacular new land based on Pixar’s beloved *Toy Story* characters.”

Disney·Pixar *Toy Story* Land is inspired by the popular *Toy Story* films, offering themed immersive experiences for guests to enjoy whether they are making their first visit to





Shanghai Disney Resort or returning for more fun. Full of oversized toys, new adventures, colorful sights and *Toy Story* friends, the land will provide fun for guests of all ages. The land features three new attractions – Slinky Dog Spin, Rex’s Racer, and Woody’s Roundup – as well as a themed character greeting area – Meeting Post – and immersive shopping and dining experiences – Al’s Toy Barn and Toy Box Café.

“At Disney parks, we extend stories from the world’s favorites franchises, and bring them to life in fun and unexpected ways,” said Bob Chapek, chairman, Disney Parks, Experiences and Consumer Products. “We know how special *Toy Story* is to fans around the world, and we’re thrilled to welcome guests to play in Andy’s backyard at Shanghai Disney Resort.”

Today’s milestone took place within two years of the grand opening of Shanghai Disney Resort. The confidence of the resort’s joint shareholders – The Walt Disney Company and the Shanghai Shendi Group – are indicative of the growing demand for themed entertainment in China and the popularity and success of Shanghai Disney Resort.

Since opening, Shanghai Disney Resort has welcomed millions of guests to experience Disney magic and has become a must-see destination for guests and Disney fans from across the globe. The resort offers something for everyone, featuring Disney’s legendary storytelling, an immersive entertainment environment, plus quality attractions and guest service.

“The new Disney-Pixar *Toy Story* Land further elevates the guest experience,” said Fan Xiping, chairman of Shanghai Shendi Group. “Shanghai Disney Resort has quickly become a premier tourism landmark in this city, for both Chinese and foreign visitors. We look forward to continuing the close collaboration with The Walt Disney Company as we further position Shanghai as a world renowned tourism city, introducing exciting new experiences to guests and delivering a top-tier level of service.”





Disney creates and operates unique destinations that continue to expand, innovate and evolve with new stories and technologies. The opening of Disney-Pixar Toy Story Land is the latest realization of those efforts, and its opening further contributes to Shanghai's goal of continuing to develop a leading tourism sector with international influence.





Following the opening ceremony of Disney-Pixar Toy Story Land earlier this morning, Shanghai Disneyland's newest themed land officially opened to park guests. A special opening moment was hosted at the entrance of the land in the afternoon with the resort's leadership welcoming the first official guests to come and play in the new world of toys

###

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.

