

S T A G E



Stage 9 Digital Media

May 1, 2008

STAGE 9 DIGITAL MEDIA RELEASES
"SQUEEGEES" IN WEB SYNDICATION

**Stage 9 Signs Multi-Program Distribution Platform Release Deals
with YouTube, Hulu, Zvue, eBaum's World, X-Box Live and iTunes
to Expand Programming Reach**

Stage 9 Digital Media expands exhibition of its debut series 'Squeegees' with web syndication partnerships with YouTube, Hulu, Zvue, eBaum's World, X-Box Live and iTunes starting May 1. After an exclusive nine-week first-run premiere on YouTube and abc.com, "Squeegees" new expanded release significantly extends the comedy's reach.

The new multi-program deals follow the studio's distribution strategy to partner with top broadband video sites and download services to maximize viewer accessibility and interaction. Fans will be able to stream or download the 10-episode series.

"We're going after the digital generation whose quest for entertainment is extended across the Internet," said Barry Jossen, general manager, Stage 9. "This second, wider distribution takes 'Squeegees' to them wherever they are, on whatever device they're using. The strategy not only broadens the audience for the series, it builds interest in Stage 9's upcoming slate of programming."

"With the popularity of 'Squeegees,' Disney-ABC Television Group and Stage 9 proved that YouTube is a natural home for original, professional content," said Jordan Hoffner, head of Premium Content Partnerships for YouTube. "We are excited to continue our partnership and help Stage 9 bring its entertaining, new series to future fans."

To create compelling, premium programming for the consumer driven Internet, Stage 9 partners with emerging and innovative creative talent, including Handsome Donkey. Heralded as "Online Auteurs" by the New York Times, the comedy quartet created and starred in "Squeegees," an original series about slackers and their fledgling window washing business. The series premiered on February 28, 2008 as the studio's inaugural digital program, and was the most subscribed new partner video on YouTube in its first week.

Stage 9 Digital Media is part of Disney-ABC Television Group, a division of the Walt Disney Company. The new media studio develops, produces, markets and distributes original short-form online programming for all new media platforms.

Stage 9: Charissa Gilmore (818) 460-7950; charissa.gilmore@abc.com
Nicole Marostica (818) 460-6783; nicole.y.marostica@abc.com

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