

EXHIBIT 31

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From: Stoll, Cid

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PLEASE NOTE: Due to an extended business trip, the EIIR will not be published next week. The next issue of the *Weekly Entertainment Industry Intel Report* will land in your e-mailbox on Thursday, October 4. Thanks!

See attached.

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ENTERTAINMENT INDUSTRY INTEL REPORT

A weekly publication of Walt Disney Parks and Resorts Creative Entertainment

Thursday, September 20, 2012

DISNEY ENTERTAINMENT NEWS

Halloween Carnival Coming to Disneyland

- Halloween Time begins Friday at Disneyland, featuring villains, games, crafts, costumes and a dedicated “Frankenweenie” exhibit. Mickey’s Halloween Party will be held for 11 nights throughout the season, with the first party scheduled for September 28.

DISNEYLAND RESORT (Orange County Register, 9/9/12) – The popular Halloween Time begins Friday at the Disneyland Resort, which will get orange and black decorations, ride makeovers and special entertainment. For the first time, Disneyland will transform the Festival Arena into a seasonal carnival with crafts, pumpkin carvers, music and games, including one in which guests toss rings onto witch hats. Since summer, the area has hosted the Big Thunder Ranch Jamboree. The villains will be part of the Magic Cauldron Sideshow, in which a magician will cast a spell to make the characters appear, said John McClintock, a Disneyland Resort spokesman. Villains will then greet visitors in Frontierland. In past years, villains met with visitors near “It’s a Small World.” Halloween Time, which started resort-wide in 2006, brings a big revenue boost to the two Anaheim parks during a previously slow period: In the first five years, the parks experienced a 40-percent increase in attendance. Other Halloween features:

- **Pirates League** – Visitors can pay to get pirate makeovers in New Orleans Square.
- **Frankenweenie** – Disney California Adventure will host “The Art of Frankenweenie Exhibition” and an exclusive clip of the upcoming Tim Burton movie, which will be released Oct. 5.
- **Rides** – Haunted Mansion and Space Mountain will be converted into Halloween themes, as usual.
- **Mickey’s Halloween Party** – On 11 nights, visitors can buy special tickets for trick-or-treat parties that begin after Disneyland has closed to the general public; the festivities will include a Halloween fireworks show. The first party is Sept. 28.

New Treats at Mickey’s Not-So-Scary Halloween Party

- Article details new offerings for this year’s MSSNP at Magic Kingdom. Included is the new “Creepa Crew” Main Street jam dance party and the pirate flag troupe in the parade. Not-So-Scary parties began this week and run through November 2.

WALT DISNEY WORLD RESORT (Daily Disney Blog / Orlando Sentinel, 9/17/12) – How often have you seen someone awaiting a Magic Kingdom parade on Main Street USA look at the time, scowl, and say, “The parade’s late.” Of course, 99 times out of 100, the parade isn’t late — it’s on its way from Frontierland. (Even Disney magic can’t make the parade appear everywhere at once.) To make that waiting time more bearable for impatient children, Disney has unveiled a new pre-show act during Mickey’s Not-So-Scary Halloween Party, which is running on select nights during this spooky season after the Magic Kingdom’s regular hours.

- The extravagantly entertaining **"Boo To You" parade** is a primary attraction of the Halloween Party — full of gravediggers, ghosts, trick-or-treating characters, the Disney villains and candy.
- The **Headless Horseman**, of Sleepy Hollow fame, kicks things off with a trot through the park — but there's a gap in the action between his ride and the start of the main parade.
- So, on Main Street, Disney's **"Creepa Crew" presents "The Not-So-Scary Street Jam,"** a mini-dance party with children. The show is reminiscent of Disney's "Move It! Shake It! Celebrate It!" An emcee works the crowd and invites the kids out to the street to get their Halloween groove on. The Crew — an energetic bunch — teach the children some "Thriller" video-type dance moves. It's all accompanied by a thumping dance soundtrack with a vocalist in the style of Nicki (or would that be Mickey?) Minaj. Her name is actually China Anne McClain, singing "Calling All Monsters." Kids who want to learn the dance moves ahead of time can check them out at the Disney Parks Blog before attending the party. It's fun for the little ones, who have energy to burn after enjoying the candy. And it's a relief to parents, who are spared the plaintive cries of "When's the parade getting here?"
- Speaking of the parade, there were a few changes of note. The friendly witches carrying the front banner have been replaced by women in pirate-wench costumes. And the pirate wenches, including the Redhead, have been replaced by **The Jolly Roger Pirate Flag Corps**, like you'd see in a marching band (the flag corps, not the pirates). They must have had plenty of time to practice on the open sea, because they looked sharp.
- And the routine of the **gravediggers**, a "shovel corps" if you will, has been tweaked so the diggers are scraping their shovels on the asphalt more frequently. This creates a sprinkling of sparks that grabs the attention of parade watchers.

Mickey's Not-So-Scary Halloween Party, which runs from 7 p.m.-midnight, continues on select dates throughout late September and all of October, ending with the final party on November 2.

Disney's Youngest Princess Makes Her Primetime Debut

- New princess Sophia the First will premiere on Disney Channel in November with *Sofia the First: Once Upon a Princess*. The animated movie will be followed in 2013 with a series on Disney Jr. *Sofia the First* is aimed at kids 2-7 and will offer messages and life lessons related to honesty, courage and compassion.

(TVGuide, 9/19/12) – They have much more in common than tiaras. The beloved Disney princess Cinderella will come face-to-face with the company's newest and youngest princess — both of them former commoners — in *Sofia The First: Once Upon a Princess*, a Disney Channel animated movie premiering Sunday, November 18. Set in the storybook world of Enhancia, *Sofia* features a starry voice cast including Ariel Winter (*Modern Family*), Sara Ramirez (*Grey's Anatomy*), Wayne Brady (*Let's Make a Deal*) and Tim Gunn (*Project Runway*) and centers on a little village girl named Sofia (Winter) who suddenly becomes royalty when her hard-working mom (Ramirez) marries the king. Sofia must learn to navigate this strange new world and will get some much-needed princess-to-princess advice from Cinderella herself. But the famously shoeless heroine won't be the only well-known Disney character showing Sofia the ropes — the youngster will also be mentored by Flora, Fauna and Merryweather, the good fairies from *Sleeping Beauty*. Expect more iconic Disney princesses to show up when *Sofia* returns in 2013 as a Disney Channel series. Both the movie and the series, aimed at kids 2-7 and their families, will offer positive messages and life lessons about honesty, courage and compassion.

Disney Princess Tops List of Best-Selling Entertainment Products

- According to trade publication *The Licensing Letter*, Disney Princess is the #1 best selling licensed entertainment character brand based on merchandise sales. The Princesses beat out Star Wars and Sesame Street, with \$1.6 billion in North American retail sales and \$3 billion globally.

(Forbes, 9/16/12) – Trade publication *The Licensing Letter* today released its second annual list of the best-selling licensed entertainment character merchandise, based on 2011 retail sales in North America. A total of 37 licensed franchises made at least \$100 million last year, and four made over \$1 billion. Disney Princess

comes in at No. 1, topping Star Wars and Sesame Street, and in the battle of the superheroes, Spider-Man beats out Batman. The list was compiled through surveys and reporting. It includes physical consumer goods like t-shirts, stationery, toys and electronics, but excludes intangible products like mobile apps. It features only licensed products (those that outside manufacturers pay an average royalty of 8.7% of the wholesale cost to produce), and thus does not include merchandise manufactured by the property owner. Reigning supreme, Disney Princess made \$1.6 billion in North American retail sales and \$3 billion globally. The franchise includes Belle, Jasmine, Ariel, Cinderella, Snow White and Sleeping Beauty, all of which are household names and at least 20 years old or older. The second top-selling property is Star Wars, licensed by Lucasfilm, which made \$1.5 billion last year, an increase of 6% from the year before. Of the licensors on the list, Disney is the clear winner, with seven of its properties in the top 20. As a comparison, only two of Nickelodeon's top franchises (Dora the Explorer and SpongeBob) made the cut. New to the list this year is Rovio's Angry Birds (No. 18), with \$250 million in North American retail sales and \$800 million globally. It represents one of, if not the only, first successful crossovers from mobile gaming popularity to strong consumer goods sales. The Licensing Letter's Top-20 List:

1. **Disney Princess (Disney) \$1.60 billion in 2011 retail sales**
2. Star Wars (Lucasfilm) \$1.50 billion
3. **Pooh (Disney) \$1.09 billion**
4. **Cars (Disney) \$1.05 billion**
5. Hello Kitty (Sanrio) \$800 million
6. **Mickey & Friends (Disney) \$750 million**
7. WWE (WWE) \$700 million
8. **Toy Story (Disney) \$685 million**
9. Peanuts (Iconix, Peanuts Worldwide) \$600 million
10. Sesame Street (Sesame Workshop) \$515 million
11. **Disney Fairies (Disney) \$435 million**
12. Thomas the Tank Engine (Hit Entertainment) \$390 million
13. Garfield (Paws Inc.) \$370 million
14. Dora the Explorer (Nickelodeon) \$330 million
15. SpongeBob (Nickelodeon) \$330 million
16. Spiderman (Marvel/Disney) \$325 million
17. Ben 10 (Cartoon Network) \$295 million
18. Angry Birds (Rovio) \$250 million
19. Batman (DC/Warner) \$245 million
20. Barbie (Mattel) \$242 million

OTHER DISNEY COMPANY NEWS OF NOTE

Disney's Magic Kingdom Will Serve Beer, Wine in New Fantasyland Restaurant

- The new Be Our Guest restaurant at Fantasyland will be the first dining location at the Magic Kingdom to serve beer and wine to guests. This is the first time in the park's 41-year history that alcohol will be available in the MK park. Sales will be restricted to dinner hours only. Guests will not be allowed to take their beverages out into the rest of the park.

WALT DISNEY WORLD RESORT (The Daily Disney Blog / Orlando Sentinel, 9/13/12) – For the first time in its 41-year history, the Magic Kingdom will serve beer and wine daily to guests, a Disney executive said Thursday. The sales will be restricted to dinnertime hours and only at the new Be Our Guest restaurant, which opens in November as part of the Fantasyland expansion. The reason for the change was guest feedback, which indicated visitors wanted the option of wine and beer with the "gourmet experience," said Maribeth Bisienere, vice president of food and beverage for Walt Disney Parks. The restaurant, based on Disney's animated "Beauty and the Beast" film, will serve French cuisine. The company's decision was not automatic, she said. "We really wanted to wait until it became something that worked with the particular theme," Bisienere said. Bisienere said alcohol has been served at catered events at the Magic Kingdom for years. Other Disney World parks have sold alcohol since they opened; Epcot will host its 17th food and wine festival later this

month. Alcohol is served at Disneyland Paris and only at the private Club 33 at Disneyland in Anaheim, Calif. Both Universal Orlando and SeaWorld Orlando sell beer, wine and alcohol at their attractions. There will be no beer and wine "to go" from the 500-seat Be Our Guest, Bisienere said. Disney has not decided what time dinner service will begin, said Karen McClintock, Disney Parks food and beverage marketing manager. Despite the name, no alcohol will be served at the neighboring Gaston's Tavern. Be Our Guest will offer 20 wines, almost all by the glass. The restaurant will serve several Belgian and French beers, but no domestic. The grand opening of the new Fantasyland will be Dec. 6, but some parts — including Be Our Guest — will be previewed sooner. Disney started taking reservations for the restaurant last month.

Disneyland Donates Matterhorn Vehicles

- Disneyland has donated two vehicles from the Matterhorn ride to the National Roller Coaster Museum.

DISNEYLAND RESORT (Orange County Register, 9/13/12) – Disneyland donated two vehicles from the Matterhorn Bobsled ride – the world's first tubular-steel roller coaster – to a national organization for preservation as historic artifacts. The National Roller Coaster Museum and Archives officially accepted the Matterhorn vehicles and a sign from California Screamin' in Disney California Adventure last week at Dollywood in Tennessee. "This is the 'holy grail' of artifacts for the National Roller Coaster Museum and Archive," Chairman Gary Slade said in a statement. "The Matterhorn started the modern era of roller coaster design and launched the themed-ride industry." The vehicles and sign are now at the organization's archive facility in Plainview, Texas, where they will be conserved and prepared for display. Officials from the organization, which does not have permanent museum space, have yet to decide whether the items will be shown at a temporary exhibit in Dollywood or elsewhere. The organization requested the vehicles and talks went on for about two years. Disneyland recently completed its most-extensive renovation of the 53-year-old Matterhorn ride, which got new vehicles in June. The previous bobsleds, which had tandem seats, had been used since 1978. The other 10 remain at Disneyland, packed away. "The Matterhorn Bobsleds vehicles and California Screamin' signage represent two of our most beloved attractions, from the first tubular steel-tracked roller coaster in the world to one of the longest and most thrilling," said George Kalogridis, Disneyland Resort's president, in a statement.

ENTERTAINMENT INDUSTRY NEWS

Theme Park Halloween: Screams, Gore and Candy

- A brief overview of Halloween events at Disney, Legoland, SeaWorld, Busch Gardens Tampa, and Universal Orlando.

CENTRAL FLORIDA (Miami Herald, 9/14/12) – Are the Halloween visions that dance through your head impossibly cute or terrifying? Halloween at Florida's theme parks can go either route. Disney, SeaWorld and Legoland have child-oriented events that typically involve kids in costumes, characters and trick-or-treating. Universal Orlando and Busch Gardens aim for older teens and young adults who want haunted houses and mazes, the scarier (and gorier), the better. The spooky season doesn't go full throttle until the first weekend in October, when SeaWorld and Legoland join in, but it kicked off last week at Magic Kingdom with Mickey's Not-So-Scary Halloween Party. Universal's Halloween Horror Nights debuts Sept. 21, and Busch Gardens opens Trickster's Garden Sept. 27. Here's a rundown:

- **MAGIC KINGDOM – Mickey's Not-So-Scary Halloween Party** is an after-hours party with separate admission to Magic Kingdom, where many of the usual attractions (including The Haunted Mansion) are open. Added attractions include Mickey's Boo-To-You Halloween Parade led by the Headless Horseman; HalloWishes, a green and orange fireworks display complete with Disney villains; and meet-and-greets with Disney characters in Halloween costumes. There's trick-or-treating, and youngsters are encouraged to wear costumes.
- **LEGOLAND** – The park, which marks its one-year anniversary on Oct. 15, has its first big celebration of **Brick-or-Treat** this year. Miniland USA hosts a scavenger hunt, where families search for scary Lego

creatures. On Saturdays, the scavenger hunt is followed by an evening dance party. Also featured are the Brick-or-Treat Trail and costume contests. All events are included in regular admission.

- **SEAWORLD** – SeaWorld’s **Halloween Spooktacular**, which is built around the wonders of the sea, takes place during regular park hours and is included in regular park admission. Highlights are Penelope’s Party Zone, where kids can dance with pumpkin fish; trick-or-treating; and sea-themed arts and crafts. Children may wear costumes. For an extra fee, families can also do sleepovers in the Manta aquarium on certain dates.
- **BUSCH GARDENS** – Unlucky 13 is an important number for Busch Gardens this year as it celebrates 13 years of **Howl-O-Scream** horrors and brings back some of the most disturbing memories from those years. The park also adds a new haunted house representing 13 sinister superstitions. Howl-O-Scream is an after-dark event with separate admission, not intended for children. It features two new haunted houses — Blood Asylum, with an escaped and sadistic creature who turns the place into a torture chamber; and Circus of Superstition 3-D, starring the Trickster and his crazed clowns. Returning favorites include the Nightshade Toy Factory with its possessed dolls and teddy bears; Edgar Allen Poe’s Gothic Nevermore; and the Zombie Mortuary. Plus there will be dance parties and roller coaster riding in the dark.
- **UNIVERSAL STUDIOS** – Universal is partnering with celebrities, a TV show and a horror video game for its always-elaborate **Halloween Horror Nights**. “Penn & Teller New(kd) Las Vegas” is a 3-D haunted house, a radioactive version of Sin City with a toxic green glow. “Alice Cooper — Welcome to My Nightmare” is a haunted maze that puts guests inside a demented and dark subconscious. Plus there are zombies from AMC’s *The Walking Dead*,” and a maze from the horror video game and motion picture franchise *Silent Hill*, and several other haunted houses. In addition, Universal has reinvented the street experience so that there will be no safe zones when visitors are stalked by menacing beasts, vampires, prisoners, warriors and other creatures. The event is not intended for children; costumes and masks are not allowed.

KSC Visitor Complex Adds Parking Fee

- Kennedy Space Center in Florida has added a parking fee for the first time. Cars and motorcycles will pay \$10 to park; motor homes and RVs will pay \$15. Parking is free for annual passholders.

KENNEDY SPACE CENTER (Florida Today, 9/14/12) – Plan to pay for parking at the Visitor Complex on your next trip to the space tourist attraction. The KSC Visitor Complex recently instituted a \$10 parking fee for automobiles and motorcycles and \$15 for motor homes and RVs. Admission is \$50 for adults. Parking remains free for annual passholders. The attraction showcasing man’s accomplishments in space exploration is following a practice used by other popular theme parks in Central Florida to generate revenue. “That fee goes to support the maintenance, development and operations of the visitor complex,” said Andrea Farmer, spokesman for the KSC Visitor Complex. Here is what other Central Florida attractions charge for parking and one-day general adult admission:

- **Universal Orlando Resort:** \$15 parking, \$88 admission.
- **SeaWorld:** \$14 parking, \$84.99 admission.
- **Disney World:** \$14 parking, \$89 admission.

Florida attractions struggling to increase revenue the past few years have looked to parking fees as a way to remain profitable, according to an industry expert. Shuttle Atlantis will move Nov. 2 to the Visitor Center and into its \$100 million exhibit facility, which is under construction and scheduled for completion in July 2013.

Indoor Ski Sloped Proposed for Sunrise

- A South Florida developer is pitching an indoor winter-themed entertainment complex for Sunrise, Florida. The complex would offer skiing, snow-boarding, sledding, ice skating, and other sports. The complex would also feature a family entertainment center and a conference hotel. The developers would like to see the complex opened by November 2014.

SUNRISE, Fla. (Sun Sentinel, 9/18/12) – A South Florida group is pitching to develop a giant winter-themed entertainment complex — part of it chilled to about 31 degrees Fahrenheit — to offer skiing, snowboarding, sledding, snowmobiling, ice skating and other sports. Ski trails at least 2,700 feet long would feature moguls and ski lifts. Pelion Sunrise, led by tennis center owner Norman Canter, is proposing to build its winter wonderland in Sunrise near Sawgrass Mills mall. Canter led a group behind a failed effort to develop a similar indoor winter-sports park in North Miami two years ago. Executives for Pelion are scheduled to outline initial plans to a Sunrise environmental advisory board this week. An economic impact study the company submitted to the city said the venture would be valued at more than \$300 million and attract 2.5 million visits a year. Besides the winter park, the complex would include a conventional theme park with electric race carts, paintball and other activities. And there'd be a conference hotel with at least 275 rooms. Pelion estimates the completed project would employ 2,000 people. In 2010, a different group led by Canter sought to build a winter park and won a \$30 million bid for the 193-acre site of the unfinished Biscayne Landing project in North Miami. But it backed out before closing, citing problems with leases, debts and lawsuits on the troubled property, according to published reports. In Sunrise, Pelion has a contract to buy land for its project between Sawgrass Mills mall and the newly renamed BB&T Center. Developers hope the project could open as early as November 2014. They estimate It could generate more than \$7 million in taxes for the city and county starting the following year. There are roughly 60 winter sports parks now open worldwide, with Ski Dubai in the desert of the United Arab Emirates perhaps the best known. But none yet operates in the United States, although there are plans for at least two indoor winter parks in Georgia. But the viability of the indoor ski resorts depends on many factors, including cost of land and electricity; pricing to customers, either for all-day passes or individual activities; plus competition from other venues. What's clear is the parks are expensive to run and attend. Key to the plans are mass numbers of visitors to the sprawling Sawgrass Mills mall, which already boasts more than 350 stores and ranks as the country's largest for outlets.

London Cinema Hires Ninjas to Stop Mobile Phone Use During Films

- A London independent cinema has employed a group of volunteers dressed as ninjas to help stop people from using smartphones and other devices during movies. The volunteers are given free admission to the films and watch for violations of the theatre's "no cell phones" policy.

LONDON (Cellular News, 9/14/12) – A UK cinema has found a novel method of deterring people's urge to use their mobile phone during films – it has stealthy ninjas in the cinema who swoop on the phone addicts and stop them. The London based repertory cinema, The Prince Charles, which specializes in low-cost cult films is offering free viewing to volunteers willing to don an all-over black stocking outfit and watch out for mobile phone users, as well as other anti-social occurrences. Gregor Lawson, a co-founder of the company Morphsuits that provides the body-stockings, said that he was inspired to take action by his own experience in the cinema. "I'm a big fan of going to the cinema, but there's an unspoken code of conduct when you're watching a movie that some people just don't understand," he said "Then when some fans were discussing being ninjas in their Morphsuits on our Facebook page I had a eureka moment. I thought I'd find a cinema and see if we could bring a light hearted taskforce to the aid of movie fans." The use of mobile phones in cinemas and theatres is a socially controversial one, as even when the phone is set to silent, people sitting nearby complain of being disturbed by the glowing screens. The reaction from cinema-goers according to the company statement has been supportive. Whether the move would be acceptable in more commercial venues as opposed to a cult arthouse cinema is still to be tested.

TECHNOLOGY NEWS

SeaWorld Launches Website for New Attraction

- SeaWorld Orlando launched a new website Tuesday dedicated to its upcoming attraction Antarctica: Empire of the Penguin. The site features behind-the-scenes info about the new attraction as well as a live "Penguin Cam".

ORLANDO (Orlando Business Journal, 9/19/12) – SeaWorld Orlando launched a new website Tuesday dedicated to its upcoming attraction Antarctica: Empire of the Penguin. The most exciting part of the website? The live “Penguin Cam,” where audiences can observe live video of the penguins from SeaWorld San Diego until Orlando’s penguins come on line. SeaWorld’s new website also will include “webisodes” from the park to give fans a behind-the-scenes look with designers and animal experts as the icy exhibit is built. The penguin expansion is slated to open in spring 2013.

Band Hides Tickets That Fans Can Find With Geo-Tweets

- Irish pop band The Script launched an online interactive geo-social media campaign to generate hype for their new album.

LONDON (psfk.com, 9/14/12) – Irish pop band The Script launched an interactive campaign that utilized Twitter and Facebook to generate hype for their third album, #3. They worked with digital agency Essence to develop the innovative campaign around the launch of the album, which hit shelves across the UK on September 10th. They offered fans the chance to win tickets to a sold out show in London, which they hid around the city. People were invited to tweet using the hashtag #GetMeToTheScript and as more people tweeted, the map on the Facebook page zoomed further in to reveal the exact location of the tickets. Once it was revealed, the first person to arrive there won the tickets. This activity is also due to be replicated in LA to support the group’s US album launch.

Theme Park Offers WiFi with Roaming Donkeys

- A theme park in Israel depicts life in the first and second centuries. The Times of Israel describes it as “a Galilean version of Colonial Williamsburg.” This park, however, also features free WiFi, with routers carried by donkeys throughout the park.

GALILEE, Israel (NPR, 8/22/12) – A theme park in Israel called Kfar Kedem, or Village of Yore, depicts life in Israel in the first and second centuries. The Times of Israel describes it as a Galilean version of Colonial Williamsburg. There are stone buildings, goats roaming around and people dressed in period costumes. The owners of this theme park also wanted to offer Wi-Fi to visitors who are dependent on the 21st century technology, and also to make it easy for visitor to upload photos and videos of what they’re seeing at the park. And so, routers have been installed throughout the park on the backs of donkeys. The routers are tucked into bags the donkeys carry. The tech website DVICE says it’s not clear why park management did not just put the routers in hidden spots, but suggests that maybe it has something to do with hills getting in the way of wireless signals. It is not clear whether the park manager is charging roaming fees.

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