

## News Release

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### **Walt Disney World Resort® and Jostens, Inc. announce alliance**

*The Jostens Center to be built at Disney's Wide World of Sports Complex*

Lake Buena Vista, FL – January 25, 2007 – The Walt Disney World Resort® and Jostens, Inc. today announced a strategic alliance under which Jostens will become the title sponsor of a new state-of-the-art multi-sport facility at Disney's Wide World of Sports Complex, scheduled to open in the fall of 2008. Additionally, Jostens will become an Official Sponsor of events at Disney's Wide World of Sports Complex in Lake Buena Vista. In conjunction with the sponsorship, Jostens will offer personalized memory books and Internet services to help recognize achievements and preserve memories for teams and athletes participating at Disney's Wide World of Sports Complex, the leading sports venue for amateur and professional sports in the country.

“We believe our partnership is a perfect match – Disney makes memories and Jostens captures memories, we both share an affinity for youth and our companies have common values,” said George Aguel, senior vice president, Walt Disney World Resort. “We believe that tremendous potential lies ahead – great for our guests and great for our companies.”

The Jostens Center will be a state-of-the-art multi-sport complex with more than 44,800 square feet of indoor competition space. It will house six college size basketball courts, 12 regulation size volleyball courts, two roller hockey rinks, four locker rooms, two conference rooms and two officials' rooms. In addition, Jostens will have several unique spaces within the facility to showcase its heritage and capabilities. All totaled, the new center will be more than 70,000 square feet.

The new Jostens-sponsored sports facility represents the latest expansion of Disney's Wide World of Sports Complex, which celebrates its 10<sup>th</sup> anniversary in March 2007. The 220-acre complex, which hosts more than 180 sports events each year, continues to post increases in average yearly participants and has hosted more than 1.5 million athletes. The new Jostens facility will allow Disney's Wide World of Sports Complex to expand its ability to host premium amateur and professional sports events, further defining itself as the preeminent sports facility in the nation.

“As we mark the 10th anniversary of Disney's Wide World of Sports Complex this year, we are developing aggressive plans for the next 10 years to extend the Disney Wide World of Sports experience to a broader range of athletes, coaches and guests,” said Reggie Williams, vice president of Disney Sports Attractions. “This new relationship with Jostens is a monumental first step in those plans to provide an even more expansive and high-quality athletic environment for amateur and professional athletes worldwide to train and compete at the highest levels.”

The alliance also names Jostens as the official provider of Disney PhotoBooks at the Walt Disney World Resort, making Jostens an integral part of producing the photo books that are now a part of Disney's Photo Pass service to theme park guests. The alliance brings together two companies focused on innovative technology, quality, unique capabilities, and people.

In addition, Jostens will support and participate in Walt Disney World Resort activities designed to inspire and recognize youth achievement. Jostens will be an official sponsor of Walt Disney World Resort Youth Programs, including Disney's Youth Education Series, Grad Night, 8<sup>th</sup> Grade Grad Jam, Festival Disney, Disney Honors and Magic Music Days.

“On behalf of our employees and representatives, it's an honor to announce the alliance between Walt Disney World Resort and Jostens,” said Tim Larson, senior vice president

and general manager, Jostens. “Disney wrote the book on creating great memories and experiences and we are thrilled to help share them in unforgettable ways.”

The relationship between Walt Disney World Resort and Jostens represents a perfect match of two well known brands that share an affinity for youth and are dedicated to providing great experiences and lasting memories.

### **About Walt Disney World Resort**

Walt Disney World Resort is a contiguous 40-square-mile, world-class entertainment and recreation center near Orlando, Fla., featuring four theme parks (Magic Kingdom, Epcot, Disney-MGM Studios and Disney's Animal Kingdom); two water adventure parks (Blizzard Beach and Typhoon Lagoon); 31 resort hotels (21 owned and operated by Walt Disney World); 99 holes of golf on six courses; two full-service spas; Disney's Wedding Pavilion; Disney's Wide World of Sports Complex; and Downtown Disney, an entertainment-shopping-dining complex encompassing the Marketplace, Pleasure Island and West Side. Walt Disney World Resort is also included in vacation packages of Disney Cruise Line.

### **About Jostens**

Minneapolis-based Jostens is a provider of products, programs and services that help people inspire achievement and preserve memories. The Company's products include school yearbooks, scholastic products such as class rings and graduation products, and products for athletic champions and their fans. Jostens is a subsidiary of Visant Corporation, a marketing and publishing services enterprise servicing the school affinity, direct marketing, fragrance and cosmetics sampling and educational publishing markets.

### **About Disney's Wide World of Sports® Complex**

Opened in 1997 at Walt Disney World, Disney's Wide World of Sports Complex is the premier sports venue for amateur and professional sports in the United States. The sprawling 220-acre state-of-the-art complex features the Milk House, a 165,000-square-foot field house which seats 5,000 for basketball; the 9,500-seat Ballpark at Disney's Wide World of Sports Complex; and the Hess Sports Fields, which include multiple baseball, softball and soccer fields. In addition, the complex has 10 tennis courts, including a stadium court, and a track and field complex. The complex is home to more than 180 amateur and professional sports events each year, including the NFL Tampa Bay Buccaneers training camp, the Major League Baseball Atlanta Braves spring training and the Tampa Bay Devil Rays-Texas Rangers regular-season series, the Pop Warner Super Bowl and the AAU National Championship events.

Note: Photograph attached – left to right: Minnie Mouse, George Aguel, sr. vice president Walt Disney World Resort, Tim Larson, sr. vice president Jostens, Inc., Mickey Mouse.

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