

The **WALT DISNEY** Company

Corporate Responsibility
Fiscal Year 2009
Interim Update

Dear Stakeholders:

At The Walt Disney Company, corporate responsibility is an important component of how we conduct our business. We are committed to reporting on our programs and policies, as well as progress we've made against our goals.

In the past year, we continued to build upon our efforts through dedicated programs, refined processes, and new approaches developed within our lines of business. In addition to further internal assessments of our social and environmental impact as a company, we launched a number of key programs encouraging our consumers and guests to get involved with issues they care about. Through *Disney's Friends for Change: Project Green*, kids have made more than 1 million pledges to take actions to help the planet. Disney Parks & Resorts announced a new program, *Give a Day Get a Disney Day*, designed to inspire families to volunteer in their communities. In connection with DisneyNature's first documentary, *EARTH*, we committed to planting close to 3 million trees in Brazil's Atlantic rainforest.

In March 2009 we released our first comprehensive [corporate responsibility report](#), which defined corporate responsibility for the company and outlined key impacts. (That report is described below as "2008 Report.") The report:

- introduced ambitious long-term [environmental goals](#);
- provided updates on a long [legacy of charitable giving and volunteerism](#);
- shared programs and detailed metrics for [workplaces](#) around the world;
- set out our approach to key industry issues like [safety, diversity, marketing, and content standards](#); and
- reiterated our longstanding commitment to serving the well-being of [children and families](#).

We will follow a biannual reporting schedule with the next report planned following fiscal year 2010. In the interim, we have compiled the following update as a supplement to the 2008 Report. This update focuses on data and highlights from our fiscal year 2009 in areas where policies have evolved in a significant way or there is important new information to report. It is intended to supplement our more comprehensive 2008 Report. We look forward to continuing to address these topics in years to come.

Sincerely,



Jennifer Anopolsky
Senior Vice President, Corporate Responsibility
The Walt Disney Company

We are committed to reducing our environmental impact and to inspiring environmental stewardship among employees, guests, consumers and fans. To guide this work, we set ambitious long-term goals and a series of medium-term targets which were announced in The Walt Disney Company's 2008 Corporate Responsibility Report. Chart 1 provides a snapshot of environmental progress and data in selected areas in fiscal year 2009.

Chart 1: Environmental Goals and Fiscal Year 2009 Progress

	GOAL	FISCAL YEAR 2009
CLIMATE AND ENERGY	1. Zero net direct greenhouse gas emissions	
	Medium Term Target(s) <ul style="list-style-type: none"> For direct emissions from fuels: by 2012, Disney seeks to achieve 50% of its long-term goal through a combination of reductions, efficiencies, and offsets 	Footprint Update <ul style="list-style-type: none"> Direct GHG emissions decreased 3.5% from 2008 to 2009 (See Chart 2). To reach 2012 target, invested in carbon offset projects to protect forests in the Amazon, Democratic Republic of Congo and the United States, as well as other emissions reduction projects in China and the United States. Progress <ul style="list-style-type: none"> Completed greenhouse gas (GHG) inventories for all company-owned facilities for 2007, 2008 and 2009. Conducted pilot study to measure emissions from television and film productions. Converted trains and the steamboat at Disneyland to biodiesel fuel made from recycled cooking oil.
	2. Reduce indirect greenhouse gases from electricity consumption	
	Medium Term Target(s) <ul style="list-style-type: none"> For electricity consumption: by 2013, Disney seeks to reduce electricity consumption by 10% compared to 2006 baseline in existing assets Disney will develop a plan to aggressively pursue renewable sources of electricity to reduce emissions from electricity consumption 	Footprint Update <ul style="list-style-type: none"> Electricity consumption decreased 1.2% from 2008 to 2009 (See Chart 3). Electricity consumption decreased 2.6% from baseline year 2006 to 2009 (See Chart 3). Progress <ul style="list-style-type: none"> Completed electricity and indirect GHG inventories for all company-owned facilities for 2007, 2008 and 2009. Implemented new approaches to energy conservation such as thermostat set points in theme parks and resorts, and CFL and LED lighting conversions throughout the company's business operations.
WASTE	3. Zero waste	
	Medium Term Target(s) <ul style="list-style-type: none"> By 2013, decrease solid waste to landfill to 50% of 2006 baseline level ("2006 baseline level" means total waste generated in 2006) By 2013, increase percentage of purchases that include post-consumer recycled material 	Footprint Update <ul style="list-style-type: none"> Solid waste to landfill for theme parks and resorts decreased by 20,816 tons from 2008 to 2009. In 2009, waste sent to landfill was 44% of the total waste generated in 2006 (See Chart 4). Progress <ul style="list-style-type: none"> Completed waste inventories for theme parks and resorts operations for 2008 and 2009. Began development of waste inventories of non-park operations. Implemented enhanced waste reduction programs such as increased recycling programs and composting, and recycling of construction materials. Addressed consumer shopping bag usage through adoption of bags made of 100 percent post-consumer recycled plastic at domestic theme parks and resorts.

Chart 1: Environmental Goals and Fiscal Year 2009 Progress (cont.)

	GOAL	FISCAL YEAR 2009
ECOSYSTEMS	4. Net positive impact on ecosystems	
	Medium Term Target(s) <ul style="list-style-type: none"> By 2010, develop and implement an integrated approach to design, engineering and habitat protection for all new construction projects Increase the level of support from the Disney Worldwide Conservation Fund each year for the next five years 	Progress <ul style="list-style-type: none"> Began development of integrated process for ecosystems assessment and sustainable design for new construction projects. Increased funds distributed by Disney Worldwide Conservation Fund, including: <ul style="list-style-type: none"> \$1.5 million to support 67 projects focused on conserving ecosystems in 33 countries, and \$3.0 million to support the planting of more than three million trees in Brazil's Atlantic Rainforest in support of Disney's release of the film <i>EARTH</i> and the distribution of special Disney Store Earth Day tote bags.
WATER	5. Minimize water use	
		Progress <ul style="list-style-type: none"> Formed internal working group to develop targets for water use.
PRODUCT	6. Minimize product footprint	
		Progress <ul style="list-style-type: none"> Formed internal working group to develop targets for product footprint.
EDUCATION AND ACTION	7. Inform, empower and activate employees, business partners and consumers to take positive action for the environment	
		Progress <ul style="list-style-type: none"> Expanded programs to inspire environmental stewardship in youth, including: <ul style="list-style-type: none"> Launched Disney's Friends for Change: Project Green, a program to help kids help the planet that has resulted in more than 1 million pledges of specific environmental actions, and Nationwide expansion of Disney's Planet Challenge, an environmental learning competition for 4th-6th graders, to all 50 states in the U.S. Continued to embed environmental content in movies and television programs garnering four Environmental Media Association Awards. Launched final two phases of The Green Standard, the company's environmental guidelines for employees. Held inaugural virtual environmental summit with participation by more than 450 senior leaders and employees.

DETAILS ON CLIMATE AND ENERGY

In fiscal year 2009, we completed inventories for direct and indirect greenhouse gas emissions, as well as electricity consumption, for 2007, 2008 and 2009. Our largest sources of direct GHG emissions remain our theme parks and resorts and cruise line operations.

Chart 2: Greenhouse Gas Emissions^{1,2}

TYPE	2006	2007	2008	2009
Direct GHG emissions from fuel combustion and refrigerants (metric tons CO ₂ eq)	586,486	546,521	563,134	543,226

1. 2006 data in this table are different from those published in the 2008 corporate responsibility report. These data reflect corrections made as a result of internal reviews and changes in emission factors. In addition, the previous report excluded emissions from livestock and landfill sources, which are included here. As in the previous report, emissions from third-party bus operators are excluded from these totals.
2. Data for 2006 are for calendar year. Starting in 2007, data are for fiscal year (October – September).

Chart 3: Electricity Consumption^{1,2}

TYPE	2006	2007	2008	2009
Electricity ^{3,4} (million kilowatt hours)	2,001	1,974	1,972	1,949
Indirect GHG emissions from electricity consumption (metric tons CO ₂ eq)	979,811	971,001	969,229	953,560

1. 2006 data in this table are different from those published in the 2008 corporate responsibility report. These data reflect corrections made as a result of internal reviews and changes in emission factors. In addition, the previous report excluded electricity used to generate chilled water, which is included here.
2. Data for 2006 are for calendar year. Starting in 2007, data are for fiscal year (October – September).
3. Electricity data represent consumption in those assets existing as of 2006 baseline, per electricity target. Electricity consumption in assets added during 2007, 2008, and 2009 was 10.5, 16.3, and 37.4 million kilowatt hours respectively.
4. Electricity consumption in leased offices is not included in these totals, as Disney does not control the management of these spaces. Estimated electricity consumption in leased offices, based on a multiple of square feet occupied and a generic factor, was 145 million kilowatt hours in 2006 and 90 million kilowatt hours in 2009.

DETAILS ON WASTE

From 2006 to 2009, the total waste generated by our theme parks and resorts increased by 10,765 tons, due primarily to construction at Disneyland Resort. Meanwhile, the amount of solid waste sent to landfills decreased by 28,645 tons due to increased recycling. In addition to theme parks and resorts data, the company is in the process of developing consistent and comparable methodologies for tracking waste within our other operations.

Chart 4: Waste Data for the Parks and Resorts Segment^{1,2,4}

	2006	2008 ³	2009
Total waste generated (tons)	275,112	266,197	285,877
Waste sent to landfill (tons)	148,618	140,789	119,973
Waste diverted from landfill (tons)	126,494	125,408	165,903
Percentage of waste diverted	46%	47%	58%
Target level for waste sent to landfill: 50% of 2006 Total Waste Generated (tons)	137,556	137,556	137,556
Variance against target (tons)	11,062	3,233	(17,583)

1. Theme parks and resorts waste data excludes Tokyo Disneyland Resort which is not owned nor operated by The Walt Disney Company.
2. 2006 data in this table are different from those published in the 2008 corporate responsibility report. This data reflects corrections made as a result of internal reviews.
3. Due to limited data availability in 2007, comprehensive waste and recycling data collection efforts were focused on 2008 as the first year for comparison against the baseline year (2006).
4. Data for 2006 and 2008 are for calendar years. Starting in 2009, data are for fiscal year (October – September).

SPOTLIGHT ON ENVIRONMENTAL PROGRAMS FOR YOUTH

Disney's Friends for Change: Project Green

In May 2009, we launched [Disney's Friends for Change: Project Green](#), a program to help kids help the planet, on Disney Channel, Radio Disney, and Disney.com. The program features some of Disney's biggest stars including Miley Cyrus, Selena Gomez, Demi Lovato and the Jonas Brothers.

Friends for Change encourages kids to take simple actions in their everyday lives and gives them the opportunity to help Disney distribute more than \$1 million to environmental projects around the world. The program helps kids realize their power as individuals and as a collective to effect change in the world. To date, kids have taken almost 1.5 million pledges that stand to prevent more than 70,000 tons of carbon emissions per year and save nearly 122 million gallons of water per month. As a result of kids' votes, Disney will distribute more than \$1 million to 20 environmental projects related to climate, waste, water and ecosystems. A Friends for Change anthem performed by Disney Channel's top stars, "Send It On," raised an additional \$500,000 for conservation projects around the world.

Disney's Planet Challenge

Launched in September, [Disney's Planet Challenge](#) is a national environmental learning competition for 4th – 6th graders that builds on 15 years of similar initiatives by Disney in California and Florida. In this program, classrooms are challenged to create and implement their own projects to help the environment at their schools and in their communities.

Disney's Planet Challenge offers teachers free environmental science curriculum, developed by the WestEd K-12 Alliance, including lesson plans customized to the requirements of every state. Participating classrooms are eligible for grant funds to support their projects, and winning classrooms receive a range of Disney prizes including a class celebration at Disneyland for the national grand prize champion. More than 2,100 classrooms representing all 50 states and Washington, D.C., have registered for the inaugural 2010 Challenge. The program was developed in collaboration with the National Science Teachers Association, the U.S. Environmental Protection Agency, and other government and environmental organizations.



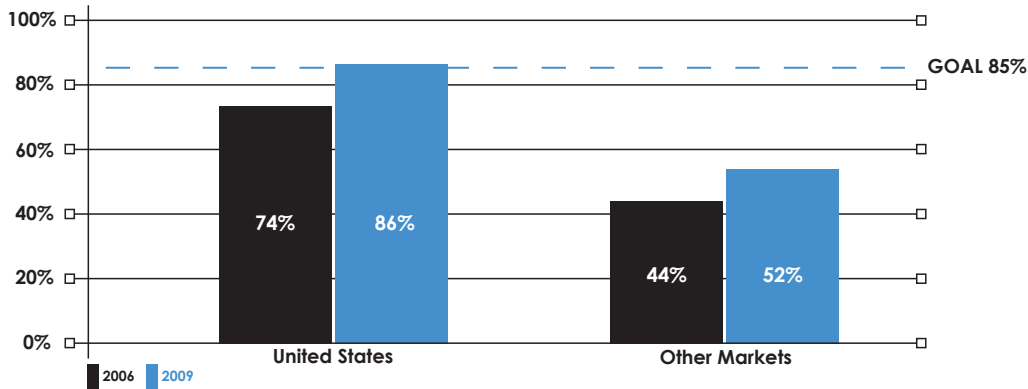
In 2006, The Walt Disney Company announced a formalized [commitment to kids' health and nutrition](#). As part of that commitment, we introduced new Nutritional Guidelines aimed at giving parents and children nutritious eating options. These guidelines are put into action by our business units around the world. The information presented in Chart 5 reflects our key focus areas for 2009 and updates relevant data.

Chart 5: Kids' Health and Nutrition Focus Areas for Fiscal Year 2009

FOCUS AREA	FISCAL YEAR 2009
Implement Nutritional Guidelines globally	<ul style="list-style-type: none"> • The Nutritional Guidelines are being implemented by all Disney operating units internationally. • The majority of Disney's promotions and sponsorships now meet the Nutritional Guidelines (the exceptions are generally the result of pre-existing contractual obligations). • The use of trans fat in our licensed food products and food service operations has been eliminated in all regions where comparable substitute products exist in the marketplace.
Continue progress toward global portfolio balance goal such that 85% of licensed foods meet our Nutritional Guidelines	<ul style="list-style-type: none"> • In 2009, we met the portfolio balance goal in the United States, such that 86% of Disney-licensed food products are everyday foods that meet our Nutritional Guidelines. In other regions, we continue to strive towards the 85% goal, attaining 52% compliance in 2009 (see Chart 6). • Disney Consumer Products' licensed food portfolio now includes close to 90 varieties of fruits and vegetables. • In 2009, Disney Consumer Products put increased focus on fruits, vegetables and calcium. As a result, Disney licensed products accounted for more than 500 million servings of fruits and vegetables and more than 500 million servings of dairy products in the United States.
Increase healthier options in our theme parks and resorts	<ul style="list-style-type: none"> • Disney Parks kids' meals default to healthier options when side dishes and beverages come with a meal and we continue to explore expanded healthier options such as providing smaller portions of adult meals as alternatives for kids. • The number of fresh fruit carts has increased throughout our theme parks and we continue to expand our offering of healthier alternatives to treats throughout our restaurants and snack shops. • In 2009, we also tested ways to increase the nutritional value of existing food offerings, such as incorporating whole grains and low-fat cheeses into pizzas.
Inspire children and families to adopt healthier lifestyles	<ul style="list-style-type: none"> • At least one episode per each Disney Channel series currently in production and more than 100 unique short format programs are dedicated to healthy lifestyle themes, including food choices and active living. • Disney Channel reaches millions of households around the world with messages and role modeling on nutrition and physical activity. For instance, Playhouse Disney's newest original short-form animated series, <i>Tasty Time with Zefronk</i>, which highlights fun and healthy snacks for kids is available in 37 million households in 105 countries/territories. • In collaboration with the Ad Council and USDA, public service announcements featuring scenes from <i>The Jungle Book</i> and <i>Pinocchio</i> have reached 600 million people with messages to eat right and be active.

Chart 6: Nutritional Guideline Adoption in Disney's Global Licensed Food Portfolio

Percentage of The Walt Disney Company's licensees' wholesale food sales dedicated to everyday foods that meet Disney's Nutritional Guidelines.



For more information on Disney's kids' health and nutrition programs, please visit the [Children and Family](#) section of the 2008 Corporate Responsibility Report.

HEALTHY CLEANING

In March 2009, The Walt Disney Company [Healthy Cleaning Policy](#) was published. To date the implementation of our Healthy Cleaning Policy has reduced the number of chemicals used by our custodial and housekeeping team by more than 60% at Walt Disney World Resort, and reductions are also being made at Disneyland Resort. In addition we've enhanced our screening system to help limit the cleaning chemicals ordered.

CORPORATE GIVING

In 2009, Disney contributed more than \$230 million in cash and in-kind support to organizations in local communities and around the globe. Disney's corporate giving continued to support the well-being of children and families, through contributions to programs supporting children's hospitals, culture and arts, not-for-profit organizations, and military families, as well as emergency relief funds dedicated to helping rebuild communities and habitats after natural disasters. We also granted more than 8,000 wishes to children with life-threatening illnesses. Chart 7 provides more information on our charitable giving.

Chart 7: Corporate Giving by Disney

	Dollar Value	
	2008	2009
Cash Donations	\$41M	\$35M
Product Donations ¹	\$42M	\$92M
Other In-Kind Donations ¹	\$126M	\$102M
Worldwide Totals	\$209M	\$230M

1. Product donations include tangible items such as toys, DVDs, books and gifts. Other in-kind donations refer to creative resources, public service airtime, and other program or event costs. Both product donations and other in-kind donations are estimated dollar values of goods and services contributed to charitable causes.

VOLUNTEERISM

In 2009, Disney Cast Members and employees showed a significant commitment to volunteering and charitable giving. Over the course of the fiscal year, Disney VolunTEARS:

- donated more than 569,000 hours of service;
- raised or donated more than \$10.6 million through Disney-supported programs, such as the Disney VolunTEARS Community Fund and United Way; and
- directed more than \$2 million from the company for local charities, through Disney's EARS to You program, based on the number of hours they volunteered during the year.

As a company, we also continue to harness the power of our brands and media presence to encourage others to be active in their communities. At the inaugural D23 Expo, a gathering of Disney fans, guests became honorary Disney VolunTEARS, contributing to more than 15,000 volunteer actions, such as tree planting or assembling comfort kits for children in need. In cooperation with the Entertainment Industry Foundation, Disney included volunteering messages in 28 television shows, as well as public service announcements, throughout a week in October as part of iParticipate. In September, Disney Parks & Resorts announced [Give a Day, Get a Disney Day](#), a program through which 1 million people who perform volunteer service in 2010 for a participating nonprofit agency will receive a free one-day admission ticket to a Walt Disney World Resort or Disneyland Resort theme park.



For more information on charitable giving and volunteerism at The Walt Disney Company, please visit the [Community](#) section of the 2008 Corporate Responsibility Report.

The Walt Disney Company's International Labor Standards (ILS) program seeks to foster safe, inclusive, and respectful workplaces wherever Disney products are made. The program addresses the working conditions in facilities that Disney does not own nor operate. Our approach to international labor standards continues to evolve as our business operations grow and change. The fiscal year 2009 data that follows demonstrates some progress in factory coverage, our visibility into those new factories selected to work with Disney, and our education programs with licensees and vendors.

In fiscal year 2009, the number of factories involved in the company's ILS program increased slightly to 24,000. We and our licensees and vendors assessed more than 4,000 facilities in fiscal year 2009, up from approximately 3,500 in fiscal year 2008. Charts 8 and 9 provide information on non-compliances found in factory assessments during the fiscal year and a summary of our audit coverage of factories that produce Disney-branded goods. For a detailed explanation of how we arrived at the findings in Chart 8 and the company's programs for addressing non-compliance in contract factories, please see the international labor standards [focus areas](#) and [performance](#) sections of the 2008 Report.

Chart 8: Non-Compliances Found in Initial Assessments by Category

	Fiscal Year 2008	Fiscal Year 2009
Child Labor	4%	2%
Involuntary Labor	3%	2%
Coercion and Harassment, Nondiscrimination, Association	2%	1%
Compensation		
• Minimum Wage	39%	34%
• Overtime Wage	46%	40%
• Overtime Hours	57%	57%
• Social Benefits	37%	42%
• Other Compensation	21%	21%
Health & Safety		
• Factory	81%	75%
• Dormitory	19%	19%
Protection of the Environment	17%	25%
Other Laws	40%	34%
Subcontracting	13%	13%
Monitoring & Compliance, Publication	50%	45%

Chart 9: Audit Coverage Percentages

Country Risk ¹	Fiscal Year 2008	Fiscal Year 2009
High	25%	27%
Medium	6%	7%
Low	< 1%	1%
Overall	15%	17%

1. Country Risk level reflects analysis by The Walt Disney Company based on prior experience operating in countries and supplemented with external data and reports.

In addition to enhancements to our monitoring program, in fiscal year 2009 we continued to strengthen our efforts to educate licensees and vendors to uphold Disney's labor standards expectations and improve and sustain factory working conditions. We also expanded our participation in multi-stakeholder and industry efforts to supplement our understanding of global working conditions and to address common challenges. Chart 10 provides more information on these focus areas.

Chart 10: International Labor Standards Focus Areas for Fiscal Year 2009

FOCUS AREA	FISCAL YEAR 2009
Education of licensees and vendors	<p>Some examples of education efforts in fiscal year 2009 include:</p> <ul style="list-style-type: none"> • In-depth educational workshops on Disney's ILS program expectations were held in Hong Kong and Dongguan, China, and attended by representatives of more than 100 vendor companies and factories. • Licensees and vendors were encouraged to attend the InFact Global Partners workshop series, "China Social Compliance Leadership," to enhance understanding of and to address social compliance challenges in China, resulting in the attendance of approximately 40 Disney licensees and vendors at workshops in New York, Los Angeles and Shenzhen, China. • Training events designed to help licensees, vendors and factories learn more about how to improve in the areas of environment, health and safety, were held in Mexico City and San Salvador, El Salvador.
Monitoring of factories to assess working conditions	<p>In 2009, Disney made progress in three specific areas related to monitoring factory working conditions:</p> <ul style="list-style-type: none"> • Pre-Production Assessments: We broadened the use of pre-production assessments to gain greater visibility into the working conditions of facilities before they are authorized to make Disney-branded products. In 2009, we had pre-production data for 4% of all factories making Disney-branded products, up from 1% the year before. In addition, the overall percentage of factories for which we have assessment data started to show some improvement in fiscal year 2009 (see Chart 9). • Unannounced Factory Assessments: We increased our use of unannounced assessments to gather better information on working conditions. We focused on China, India, Turkey, and the U.S. because of the local presence of auditors and sufficient factory base. As a result, our percentage of unannounced assessments globally has risen to 16% of the total, up from 9% in fiscal year 2008. In China alone, the percent of unannounced assessments increased from 24% to 60%. Our findings indicate that unannounced audits revealed a more thorough understanding of factory conditions. • Auditor skills: We continue to advance our own auditing skills and knowledge. In 2009 our entire internal assessment team participated in a week-long training from Social Accountability International (SAI) on the SA8000 standard and conducting a management system-based social audit to any code or standard. The training focused on understanding and identifying management systems that enable factories to manage their own compliance issues.

Chart 10: ILS Focus Areas for Fiscal Year 2009 (cont.)

FOCUS AREA	FISCAL YEAR 2009
Collaboration with external stakeholders	<p>We expanded our involvement in the following multi-stakeholder and industry initiatives during fiscal year 2009:</p> <ul style="list-style-type: none"> • Disney joined Fair Factories Clearinghouse to facilitate cross-industry partnership and sharing of factory assessments, which will help reduce duplication of factory assessments and shift resources to remediating non-compliances. • We strengthened our support of the ILO/IFC Better Work program by endorsing the International Buyer Principles and supporting the program's expansion into Jordan and Vietnam as well as Haiti, a country we had previously suspended from product sourcing.¹ In each case where Better Work operates, there are benefits from a reduction in the duplication of monitoring, comprehensive and credible assessment techniques, and the integration of monitoring with capacity-building and remediation support. • Responsible Cotton Network - Uzbek Cotton: Disney participated in a network of companies, NGOs, investors, trade unions, multi-lateral institutions and others that find the use of forced child labor in the harvesting of cotton from Uzbekistan, the world's third largest exporter of cotton, to be unacceptable. While only a relatively small part of Disney's business is based on procuring, licensing or retailing cotton-based products, fostering children's well-being is of the utmost importance and we will not condone the state-sponsored exploitation of children in the supply chains of our branded products. As a result, we have published a statement on this situation and asked our licensees and vendors not to use Uzbek cotton until the issue is addressed.

1. At the time of the devastating January 2010 earthquake in Haiti, several licensees and vendors were considering Haiti for production of Disney-branded products but no factories had yet been approved. We have an on-going dialogue with our licensees and vendors as well as a multi-stakeholder working group through the ILO/IFC Better Work program and the MFA Forum to evaluate what role we and other brands can play to help Haiti re-build its apparel industry.



At Disney, we're committed to appealing to broad audiences and reflecting the diversity and multiculturalism of our audiences and the world. We believe that diversity of content, our workforce and our supplier base is integral for the growth and viability of the company. It leads to a richness of ideas and inspiration that enhances our internal creativity and the company's vitality.

Charts 11 and 12 reflect fiscal year 2009 minority and gender statistics for the company's workforce. Chart 13 reflects the growth in total direct spend with minority and women-owned business enterprises.

Chart 11: Minority Statistics¹

	MINORITY	
	Fiscal Year 2008	Fiscal Year 2009
All U.S. Based Employees	40%	40%
New Hires	48%	50%
Management	21%	21%

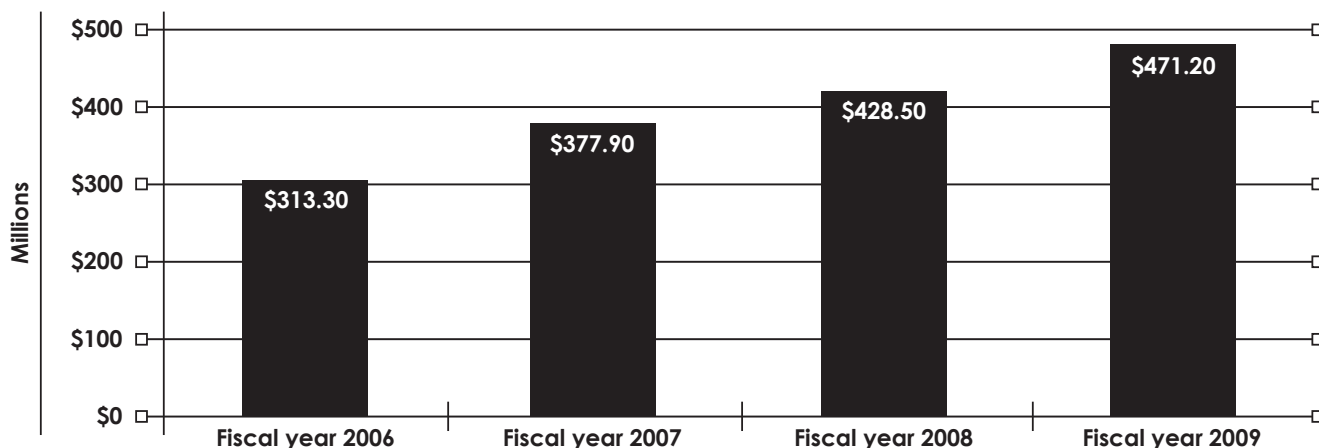
1. Minority is defined as "non-white" employee. Employee statistics are self-reported and reflect our employee base as of the end of fiscal year 2009. Ethnicity data is only available for U.S.-based employees; it is not tracked internationally. "Management" includes employees at the manager level and above.

Chart 12: Gender Statistics¹

	MALE		FEMALE	
	Fiscal Year 2008	Fiscal Year 2009	Fiscal Year 2008	Fiscal Year 2009
All U.S. Based Employees	48%	48%	52%	52%
New Hires	38%	39%	62%	61%
Management	56%	57%	44%	43%

1. Employee statistics reflect our employee base as of end of fiscal year 2009. "Management" includes employees at the manager level and above.

Chart 13: Total Direct Spend: Minority and Women-owned Business Enterprise



For further information on The Walt Disney Company's diversity programs, visit the [Workplaces](#) section of our 2008 Corporate Responsibility Report.

In The Walt Disney Company's 2008 Corporate Responsibility Report, we announced a biannual reporting schedule with the next report to follow fiscal year 2010. As such, this update provides only selected data and highlights on a few important activities undertaken in fiscal year 2009, where there is significant current data or news. We look forward to continuing to address our successes and challenges on these topics in years to come through both formal and informal communications.

Where data is presented in this update, we have taken care to explain any estimates or assumptions that have been used in the development of metrics. The policies, programs and performance data presented in this update are for the company's 2009 Fiscal Year, ending October 3, 2009, unless otherwise noted.

Site Reporting

In addition to this update, we are also publishing site-specific community reports focused on our Parks and Resorts business. The reports highlight issues of importance to local communities at some of the company's largest sites, including Walt Disney World, Disneyland Resort, Disneyland Resort Paris, Hong Kong Disneyland Resort and Disney Cruise Line. Go online to learn more about our efforts at [Parks and Resorts](#).

A Note on Vocabulary

For convenience, this report often refers generally to "The Walt Disney Company" or "Disney" or "the company," or even "we" and "us." In fact, our various businesses are conducted by a number of separate corporations and other legal entities that are owned, directly or indirectly, wholly or in part, by the parent public company, known as The Walt Disney Company. Accordingly, use of the names and terms in this report may refer broadly to practices or other matters relevant to many of our businesses and is not intended to suggest that they, or any combination of them, operate as a single entity. Moreover, since this is an integrated report, references to "The Walt Disney Company," "the company," "Disney," "we," or "us" may mean, as appropriate, either The Walt Disney Company and/or one or more of its affiliated companies.

In addition, when we reference "Disney-branded" products or businesses we mean to limit the meaning to only those products which fall under the Disney brand.