



WALT DISNEY STUDIOS
HOME ENTERTAINMENT

FOR IMMEDIATE RELEASE

The Walt Disney Company Launches a Groundbreaking New Motion Picture Label

***DisneyNature* Continues the Rich Disney Storytelling Tradition with a Stunning and Heartwarming First Feature Film**

EARTH

“Better than *March of the Penguins*” – Pete Hammond, Hollywood.com

Burbank, California, July 10, 2009 —The Walt Disney Company introduces a new motion picture label, *DisneyNature*, to home audiences when ***Earth*** comes to Blu-ray™ Hi-Def and DVD on September 1, 2009 from Walt Disney Studios Home Entertainment. The debut home entertainment offering from the label, ***Earth*** tells a trio of unforgettable stories sure to captivate movie lovers of all ages. Set against some of the world’s most spectacular vistas, this breathtaking motion picture achievement uses the classic Disney storytelling tradition to celebrate the diversity and determination of its animal stars in a heroic journey that covers the Earth from pole to pole.

Award-winning filmmakers Alastair Fothergill (“The Blue Planet”) and Mark Linfield (“Planet Earth”) employ the latest innovations in film techniques to bring ***Earth’s*** stunning visuals to the screen. Narrated by James Earl Jones, the inaugural release from DisneyNature is just the beginning of an instantly collectible new line of films and a worthy successor to the beloved, Academy Award®-winning *True Life Adventures* series, which includes *The Living Desert* (Best Documentary, Features; 1953) and *The Vanishing Prairie* (Best Documentary, Features; 1954).

(More)

Available in a single-disc DVD or two-disc Blu-ray Hi-Def/DVD Combo Pack, **Earth** includes bonus features that offer viewers an in-depth look at the making of the film and an opportunity to learn more about our planet and its myriad fascinating inhabitants. In Blu-ray, the film gives audiences an unmatched opportunity to view its dizzying aerial photography, epic backdrops and rare footage of land, sea and air in astonishing high definition.

Bonus Features for *Earth*

Both Blu-ray Hi-Def and DVD include:

- ***Earth Diaries*** — The making of DisneyNature's first feature film

Exclusive Blu-ray Hi-Def bonus features take audiences deeper into the fascinating mysteries of *Earth*, including:

- **Filmmaker's Annotations** — An in-movie experience with pop up facts

In the Arctic, a mother polar bear trailed by her two cubs searches for food as their icy hunting grounds melt away. A herd of African elephants slowly traverses the arid Kalahari Desert toward the water-rich Okavango Delta. A humpback whale and her calf make a 4,000-mile journey in an epic migration that takes them from tropical waters all the way to Antarctica. Remarkable high-definition footage follows these creatures and more to places human beings rarely see, capturing unique worlds populated by Mandarin ducks and birds of paradise, as well as a pride of lions and a vast caribou herd. Filled with surprising facts and extraordinary images, **Earth** is a dazzling portrait of life on our planet.

Earth has a suggested retail price of \$29.99 SRP (US) or \$35.99 SRP (Canada) for the DVD, and \$39.99 SRP (US) or \$44.99 SRP (Canada) for the Blu-ray Hi-Def plus DVD.

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About Disney's Combo Pack (Blu-ray + DVD in single package):

To provide consumers with unprecedented quality, value and portability of their favorite Disney classics, in 2008 Walt Disney Studios Home Entertainment (WDSHE) pioneered the Combo Pack – a Blu-ray Disc™ plus a DVD in a single package. Current WDSHE titles available as Combo Packs include *Sleeping Beauty* and *Pinocchio*.

STREET DATE: September 1, 2009

Direct prebook: July 7, 2009
Distributor prebook: July 21, 2009
Pricing: BD plus DVD: \$39.99 SRP (US); \$44.99 SRP (Canada)
DVD: \$29.99 SRP (US); \$35.99 SRP (Canada)
Feature run time: Approximately 96 minutes
Rated: G (US and Canada)
Bonus Materials Not Rated in US
Technical specifications may only apply to feature.
Aspect ratio: DVD and BD: Widescreen (1.78:1)
Sound: DVD: English, French and Spanish
BD: English 5.1 DTS, French and Spanish

Buena Vista Home Entertainment, Inc., a recognized leader in the home entertainment industry, is the marketing, sales and distribution company for Walt Disney, Touchstone, Hollywood Pictures, Miramax and Buena Vista product, which includes DVD, Blu-ray Disc and electronic distribution. Buena Vista Home Entertainment, Inc. is a division of The Walt Disney Studios.

These press materials are available in electronic form at www.WDSHEpublicity.com.

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