

‘The American Idol Experience’ Brings Pop Culture Phenomenon to Walt Disney World Resort

LAKE BUENA VISTA, Fla. – With all the thrills and suspense that have made it a television and pop culture phenomenon, “American Idol” comes to Walt Disney World Resort in a groundbreaking new attraction at Disney’s Hollywood Studios theme park.

“The American Idol Experience” captures the energy and excitement of the TV series, with some Disney’s Hollywood Studios guests auditioning to take the spotlight onstage, while their fellow guests cheer them on from the audience and vote for their favorite singer with instant results.

The attraction – grand opening Feb. 14, 2009 – was developed by Walt Disney Imagineering in conjunction with FremantleMedia Enterprises (FME) and 19 TV Ltd. It is based on the smash-hit television show “American Idol” – produced by 19 TV Ltd. and FremantleMedia North America (FMNA) – and is designed to immerse park guests in the authentic feel of a live television production.

“Disney parks are all about making dreams come true, and that’s exactly what will happen at ‘The American Idol Experience,’ ” said Jay Rasulo, chairman of Walt Disney Parks and Resorts. “Whether they are onstage singing or in the audience cheering on their favorite performer, our guests will feel immersed in a world of instant stardom.”

Each show takes place in a 1,000 seat, indoor theater that features the twirling neon signs and a multi-layered backdrop inspired by the actual “American Idol” set in California. Building on its hallmark of attention to detail, Walt Disney Imagineering worked with the Hollywood set designer who designed the actual TV show set for “American Idol.” The newly designed venue is the most technologically advanced theater found at Walt Disney World Resort.

Designed to reflect the best and brightest elements of the TV show, “The American Idol Experience” includes an audition process open to Disney’s Hollywood Studios guests 14 and older (audition slots are limited and interested guests are encouraged to arrive early). These guests perform live in front of a Disney’s Hollywood Studios casting director for the opportunity to be cast in one of the preliminary theme park shows that same day.

If shown to have that special “star quality” during the multi-step audition process, it’s on to performance training, hair and make-up. Then, the lights come up and it’s *showtime* for the singers as they try to impress an audience of theme park guests, plus a panel of three expert judges.

Fellow park guests will be able to enjoy the performances just like at a live television taping. Then, audience members vote for their favorite performance using the armrest touchpads, with their votes tallied to determine the top singer.

Performers with the highest votes during the preliminary shows will return for a high-energy, grand finale show that same evening. After their encore performances, the big moment arrives. It’s a super-charged, eye-popping scene as audience votes are tallied, the other performers drop off, music

builds and the spotlight shines down, amid a blizzard of confetti, on the day’s top singer. In addition to their new-found theme park fame, the top vote-getter will receive “The American Idol Experience” Dream Ticket, which allows an eligible holder to schedule a front-of-the-line audition to a future regional audition for the “American Idol” television show. And every member of the audience can take a bow, too, because they had a role in deciding that day’s star.

“The American Idol Experience” is the newest attraction at Disney’s Hollywood Studios. The showbiz-inspired theme park immerses guests in the glamour of show business with thrilling attractions, Broadway-style shows, world-class atmosphere entertainment and interactive film, music, television and radio production facilities.

About the Dream Ticket:

Dream Ticket recipients must satisfy AMERICAN IDOL* TV program requirements in effect at time of use, such as age and residency (Season 8 - only ages 16-28 and U.S. citizens or legal permanent U.S. residents eligible to work full-time in U.S.). Dream Ticket does not include travel, meals, lodging or other expenses.

About the Audition:

Guests 14 or older inside Disney’s Hollywood Studios may audition to sing that day at the attraction, subject to guidelines in Frequently Asked Questions at Disneyworld.com/idol. Audition openings are limited and will likely close early in the day. Only a few singers will be chosen to sing onstage. A limited number of assigned audition times may be available in advance from time to time.

Complete attraction guidelines are described in the Frequently Asked Questions referenced above, which are subject to change without notice.

*AMERICAN IDOL® is a registered trademark of 19 TV Ltd. and FremantleMedia North America, Inc.

About 19 Entertainment

Simon Fuller’s 19 Entertainment (of CKX, Inc., a publicly traded company listed on the NASDAQ National Market® under the ticker symbol “CKXE”) is recognized as a leading creator, provider and promoter of globally successful music-based entertainment, or “entertainment brands.” The company has attracted a unique collection of expertise in people who work together to integrate and leverage activity across television, film, touring, merchandising, music publishing, recording, artist / writer and producer management, sponsorship and promotion. Simon Fuller is the most successful British music manager of all time having sold over 116 million CDs in North America alone, and is known as the creator of “American Idol,” the most valuable TV format in the world with an estimated value in excess of \$2.5 billion. For further information, visit www.americanidol.com.

About FremantleMedia Enterprises & FremantleMedia

FremantleMedia Enterprises is the content exploitation arm of FremantleMedia, offering a one-stop-shop for all Licensing, Distribution and Home Entertainment. It is a division of FremantleMedia, one of the largest international creators and producers of entertainment brands in the world with leading prime time drama, serial drama, entertainment and factual entertainment programming in over 40 countries worldwide. FremantleMedia is a subsidiary of RTL Group, Europe’s largest television and radio broadcast company, which is 90% owned by Bertelsmann AG, an integrated media and entertainment company that commands leading positions in the world’s media markets. For further information, visit www.fremantlemedia.com.

About “American Idol”

Now marking its eighth season, AMERICAN IDOL continues to dominate the television landscape, averaging more than 30 million viewers per episode. The latest record-breaking installment of the nation’s most-watched television show laid claim to the most text messages ever received (78 million), as well as a mind-blowing 31.7 million viewers for its finale episode. AMERICAN IDOL is created and executive-produced by Simon Fuller, founder of 19 Entertainment; by Cecile Frot-Coutaz, CEO, FremantleMedia North America; and Ken Warwick, Executive Producer, FremantleMedia North America.