



## NUTRITION GUIDELINES

The Walt Disney Company understands the challenges faced by parents in regard to their family's nutrition and wants to be part of the solution. As an enterprise engaged in operations around the world – serving millions of meals a year in our Parks and Resorts, licensing food products bearing our brands and characters, and producing and broadcasting popular entertainment for children and families, we believe we can have a meaningful impact and play a positive role in this area.

In 2006, Disney developed Nutritional Guidelines for children three years of age and older to help parents and children choose healthier eating options. The Nutritional Guidelines are derived from government recommendations (e.g., U.S. Department of Agriculture's Guidelines for Americans) and adopted for kids with input from leading health experts. In 2010, we implemented Infant and Toddler Guidelines, which address the special nutritional needs of children under 36 months. They set a standard for no artificial colors, preservatives, or additives of any kind.

Our Nutritional Guidelines were developed based on the following guiding principles:

1. Disney champions the happiness and well-being of kids, parents, and families, and will support healthy lifestyles for all ages by offering and portraying a balance of nutritious options.
2. We understand 'Special Occasion' in moderation can be part of a healthy lifestyle.
3. Because nutrition principles are dynamic, we will regularly re-evaluate our Guidelines to ensure families have healthy choices based on government recommendations and foods readily available in the market.
4. We recognize nutrition and cultural differences around the world and work to ensure local customs and cultures are a centerpiece in Guideline development.
5. We are committed to making a lasting positive change in the world, for healthier generations to come.
6. Our Nutrition Guidelines are organized by key foods typically eaten by children and specific meal occasions. The Nutrition Guidelines encourage nutritious foods that contribute to a healthful diet such as whole foods and minimally-processed foods like fruits, vegetables, low-fat dairy, whole grains, and lean proteins. They aim to encourage kid-appropriate portions and limit sodium, sugar, and saturated fat. Further they aim to eliminate added trans fat, partially hydrogenated oils, and caffeine.

The "Disney, Star Wars and Marvel Checks" indicate foods and meals meet Nutrition Guidelines.

Today, the Guidelines are being implemented globally and apply to any Disney branded, kid-focused marketing activity, including food service, licensing, third party tie-in promotions and sponsorships.