



**DISNEY CHANNEL PRODUCES ITS FIRST
MADE-FOR-MOBILE SERIES IN THE WORLD**

**"AS THE BELL RINGS" SITCOM SHORTS LAUNCHES ON
STARHUB'S DISNEY MOBILE XTRA IN SINGAPORE**

28 February 2008, Singapore: Disney Channel will launch its first ever original, made-for-mobile short-form series in Singapore next month. The series, based on the successful global format of "Quelli" dell'Intervallo" and customized for the Singapore market, is entitled "As the Bell Rings." The stories look into the comical school life of a group of regular teenage boys and girls in Singapore. It premieres exclusively on Disney Mobile Xtra on StarHub Mobile starting 7 March 2008.

Laura E. Wendt, vice president and managing director of Walt Disney Television International (Southeast Asia), said: "What is unique about this Singapore series is that it was created specifically for mobile streaming. The bite-size sitcom is a distinctly Singaporean adaptation of the hugely popular short form series on Disney Channel Italy called 'Quelli dell'Intervallo,' which now enjoys local adaptations in the US, UK, France, Germany, Spain, Australia and China.

"This series exemplifies the Disney Difference. Not only are we able to creatively customize this short-form series for local audiences, we are also leveraging its success across businesses, this time on innovative media technology," Wendt added.

Said Iris Wee, Head of Marketing, StarHub: "StarHub's partnership with Disney goes back a long way and now spans across our cable TV and mobile platforms. We are excited that we are taking this long-standing partnership a step further as Disney launches the 'As The Bell Rings' mobisodes exclusively on StarHub Mobile. We look forward to working with Disney closer to bring more engaging content to delight our customers."

Set in a school hallway and filmed utilizing one stationary camera, "As the Bell Rings" introduces Aziz, Jackie, Jamie, Maisy, Princess, Wee Chong, Ying Ying and Zac, an ensemble of secondary school kids who talk about their lives, antics and occasional tween drama via "rapid-fire dialogue" while meeting up in a school hallway during classroom breaks.

Every week starting March, Disney Channel will offer a new episode of "As the Bell Rings" to Disney Mobile Xtra subscribers. The scripted series is aimed at 10 to 14-year-olds and stars Nicole Joy Tan as Lizzie, Duane Russell Ho An as Jackie, Dylan Loh as Zac, Chin Zhong Han as Jamie, Deborah Arunditha Emmanuel as Maisy, Wong Renjie as Wee Chong, Muhammad Farez bin Juraini as Aziz and Victoria Lim as Ying Ying.



The series is offered on Disney Mobile Xtra, home for all things Disney on mobile for Disney fans in Singapore, operated by the Walt Disney Internet Group. Launched in August 2007, the service provides a compelling mix of mobile content, including the "As The Bell Rings" mobile site, updates and video clips of Disney Channel shows, downloadable ringtones, wallpapers, screensavers, themes, applications, videos and games featuring popular Disney characters.

Subscription to Disney Mobile Xtra is at a flat rate of S\$5.35 (including GST) every month for unlimited mobile downloads. Subscribers also get first view of highlights from new upcoming shows on Disney Channel. To subscribe, StarHub mobile users SMS "DISNEY" to 6030 or call 1633. (All data charges are waived).

As part of the launch of "As the Bell Rings," all mobile phone users in Singapore will be able to sample one free episode of the series. Just sms 98JLXB to 76868 (No sms charges. GPRS charges apply).

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