



DISNEY'S HIGH SCHOOL MUSICAL: THE ICE TOUR ADDS NEW LEVEL OF COOL TO THE HIT MUSICAL PHENOMENON

UNPRECEDENTED 100-CITY GLOBAL TOURS LAUNCH THIS SEPTEMBER

Tickets Go on Sale April 2 for U.S. Tour

(Vienna, Va., March 13, 2007) - The cultural sensation "High School Musical" reaches a whole new level of "cool" with *Disney's High School Musical: The Ice Tour*. This ice spectacular is premiering September 29th, it was announced today by Thomas Schumacher, president of Disney Theatrical Productions, and Kenneth Feld, chairman and CEO of Feld Entertainment.

Tickets for the U.S. tour will go on sale at www.highschoolmusicaltheicetour.com on Monday, April 2, while the European, Canadian and Mexican dates will be released later this spring.

The ice tour will feature a live fusion of songs, dance and team-spirited fun to celebrate the music of the original Emmy Award-winning Disney Channel movie, and its sequel "High School Musical 2," which is set to debut on the Channel this summer. *Disney's High School Musical: The Ice Tour* is being produced by Feld Entertainment and Kenny Ortega and mounted in cooperation with Schumacher and his team at Disney Theatrical Productions.

Commenting on the announcement, Schumacher said, "'High School Musical' has been a smash hit in virtually every area of the entertainment spectrum from television and home entertainment to soundtracks, and live concert tours. The ice tour celebrates the fun and music in a whole new and exciting way. Feld Entertainment is the undisputed expert in its field, and we're working closely with

them and the movie's original creators to make this a fantastic experience for audiences of all ages.”

Kenneth Feld, a Tony[®] Award-winning producer, said, “We brought together a creative dream team who will deliver a top-notch production that celebrates moments from the movies in an ice spectacular that will fill arenas with lights, music, dancing, and spirit. Kenny Ortega has pumped incredible genius into this production and we're thrilled to be collaborating with him.”

The global tour, comprised of three companies, is expected to play more than 100 cities in its first year alone, including the worldwide premiere at Madison Square Garden (on September 29th and 30th) and the Staples Center in Los Angeles (on October 5th) in addition to cities in Europe, Canada and Mexico.

Feld Entertainment's award-winning creative team includes some of key talent associated with the original “High School Musical” films and concert tour:

- Kenny Ortega (Producer) Emmy[®] Award-winning director and choreographer, *Disney's High School Musical, High School Musical 2, 2002 Winter Olympics Opening Ceremonies, Dirty Dancing, Ferris Bueller's Day Off*
- Jeff Calhoun (Director) Tony[®] Award-nominated director, *Brooklyn the Musical, Grease, Annie Get Your Gun* and the Deaf West production of *Big River* as well as Theatre of the Stars's production of "High School Musical" in Atlanta
- Peter Barsocchini (Writer) *Disney's High School Musical, Disney's High School Musical 2, Drop Zone, The Merv Griffin Show*
- Jeremy Railton (Production Designer) Emmy[®] Award-winning designer, *2002 Winter Olympics Opening and Closing Ceremonies, Billboard Music Award, Miss Universe / Miss USA Beauty Pageant*
- Patrick Woodroffe (Lighting Designer) the Rolling Stones, Elton John, Genesis, Bob Dylan and High School Musical: The Concert
- Erin “Topaz” Lareau (Costume Designer) Emmy[®] Award-winning designer, *Disney's High School Musical: The Concert, Benise: Nights of Fire, Gwyneth Paltrow, John Mayer, Brad Pitt*
- Charles Klapow (Choreographer) Emmy[®] Award-winning choreographer, *Disney's High School Musical, Disney's High School Musical 2, Cheetah Girls 2*
- Cindy Stuart (Skating Choreographer) *Disney On Ice*, Olympic Gold Medalists Jamie Sale and David Pelletier, Six-time Canadian National

Champion Jennifer Robinson, *Stars On Ice* with Olympic Gold Medalist Christopher Dean, Co-Choreographer with Olympic Gold Medalist Robin Cousins

“We’ll be recruiting some of the world’s most talented skaters to play East High School’s own Troy, Gabriella, Ryan, Sharpay, Chad and Taylor,” said Nicole Feld. “They’ll be heating up the ice performing chart-topping tunes and signature choreography, and with the ice as the dance floor, this event will be an unprecedented twist on a fan favorite.”

Disney’s High School Musical: The Ice Tour will feature music from the popular “High School Musical” soundtrack, including “We’re All in This Together,” “Get’cha Head in the Game,” “Start of Something New,” “Stick to the Status Quo,” along with new music from “High School Musical 2.”

Rich Ross, president, Disney Channel Worldwide, said, "We are so proud to have introduced ‘High School Musical’ to the world and to see its popularity continue to grow in so many ways. The ice tour is a fantastic way to build upon the experience for its millions of fans worldwide while introducing the music and dancing to a new audience."

"High School Musical," an Emmy Award-winning Disney Channel Original Movie, premiered in January 2006 in the U.S. and through the year, on 25 Disney Channels and free-to-air broadcasters, reaching over 100 countries and over 100 million unique viewers worldwide. In the U.S., its soundtrack was the #1 album of the year in 2006 (certified quadruple Platinum by the RIAA), and broke records on the Billboard charts with an unprecedented nine original songs making the "Hot 100." It was the #1 TV movie on DVD for the year and sold 7.2 million units have been sold around the world. In fall 2006, Disney Theatrical adapted the teleplay for local school productions, and it is anticipated that 2000 schools will produce stage versions in the first year alone.

Schumacher added, “The first of our regional professional theatre licensed productions was a huge success earlier this year during its five-week run in Atlanta’s Theatre of the Stars, and we’re currently in discussions on how to tour that production starting later this year. Additionally, by June of this year, more than 1,000 schools will have licensed and staged the show, representing an unprecedented 5,000 performances.”

Internationally, “High School Musical” has aired on Disney Channels (26 worldwide) and free-to-air broadcasters, reaching over 100 countries. For the September 2006 premiere in India, the music was re-recorded in Hindi with Indian instrumentation and more rhythmic beats to achieve a “Bollywood” sound.

Adding to its success, “High School Musical” has spawned a #1 New York Times bestseller – “High School Musical – The Novel,” which has sold over 1.2 million copies. “High School Musical” was also the first TV movie to be offered on the iTunes Music Store. “High School Musical” themed shows have also proven to be popular at the Disney Theme Parks and Resorts, including Disneyland Resort in Anaheim, Walt Disney World Resort in Florida, and an upcoming production at Disneyland Paris.

About Feld Entertainment

Feld Entertainment, Inc., is the worldwide leader in producing and presenting live family entertainment that lifts the human spirit and creates indelible memories, with 25 million people in attendance at its shows each year. Feld Entertainment’s productions have appeared in 50 countries and on six continents to date and include *Disney On Ice*, *Disney Live!*, *Ringling Bros. and Barnum & Bailey*[®] and *Doodlebops Live!*