

July 1, 2015

FOR IMMEDIATE RELEASE

Kao Corporation
Oriental Land Co., Ltd.

Kao Corporation Begins Sponsorship at Tokyo Disneyland® and Tokyo DisneySea®

URAYASU, CHIBA—As of today, July 1, **Kao Corporation** (headquarters: Chuo-ku, Tokyo; president and CEO: Michitaka Sawada) has begun sponsorship of **Splash Mountain**¹ at **Tokyo Disneyland® Park** and **Toy Story Mania!** and **Toyville Trolley Park**² at **Tokyo DisneySea® Park**. Kao Corporation is now a sponsor of both Parks operated by **Oriental Land Co., Ltd.**, (headquarters: Urayasu-shi, Chiba; president and COO: Kyoichiro Uenishi). In addition, Kao Corporation is also sponsoring the new **“Hand Washing Areas”** in both Parks, for which an opening ceremony was held today.

The “Hand Washing Areas” are new additions to both Parks – one installed in Critter Country at Tokyo Disneyland Park and the other in American Waterfront at Tokyo DisneySea Park. The “Hand Washing Areas” feature a soap dispenser that releases Mickey Mouse-shaped soap foam by pushing a button or placing one’s hand under the dispenser. Restrooms³ in both Parks will also feature this unique dispenser.

The opening ceremony for the “Hand Washing Areas” was held in Critter Country at Tokyo Disneyland. The unveiling of the new spot was indicative of Kao Corporation’s hope that by offering the simple “magic” of experiencing the fun of washing their hands, children can become aware of the importance of cleanliness. This sentiment parallels the basic Disney theme park philosophy of offering “family entertainment.” Representatives of both companies were then joined by the Disney characters to dispense the Mickey Mouse-shaped soap foam for the first time, showcasing this fun hand-washing experience.

Kao Corporation is also sponsoring the experiential program for children, **“Custodial Kids!”** at Tokyo DisneySea, as well as continuing other initiatives unique to Kao that encourage the growth and happiness of children.

For details on “Custodial Kids!”, please see attachment.

¹ Splash Mountain is a thrilling attraction in Critter Country that takes Guests through the world of the Disney film *Song of the South* while they ride on a “log” boat.

² Toyville Trolley Park is unique area of American Waterfront themed to an old-fashioned amusement park in New York. It is home to **Toy Story Mania**, a tram-ride-through attraction with carnival games in the world of toys.

³ As of July 1, the new soap dispensers are also installed in four restrooms at each Park and the number will be increased gradually.



Today's ceremony



"Hand Washing Area" in Critter Country at Tokyo Disneyland



"Hand Washing Area" in American Waterfront at Tokyo DisneySea



Mickey Mouse-shaped soap foam

©Disney

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Attachment

Overview of “Custodial Kids!” Program

Children who participate in this program dress up in the white costumes of Custodial Cast Members at Tokyo DisneySea Park and experience some of the work these Cast Members do. Participating children are presented with original cleaning supplies that they can use to help out at home. This program is available through special plans for children on the Tokyo Disney Resort Vacation Package* website (Japanese language only).

Plans:

1. Kids’ Special! 2 Days with participation in “Custodial Kids!” (for children ages 4 to 6)
2. Kids’ Special! 2 Days with participation in “Kids’ Night Adventure” & “Custodial Kids!” (for children ages 7 to 12)

Period Available: July 18 to August 30 and September 5, 12, 19-22, 26

Participation in the “Custodial Kids!” program takes place in the morning of the second day of the plan.

For details on each plan or to make reservations, please see Tokyo Disney Resort Online Reservation and Tickets <https://reserve.tokyodisneyresort.jp/top/> (Japanese language only)



Concept images of “Custodial Kids!”



Concept image of giveaway

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*Tokyo Disney Resort Vacation Package

This online service offers a variety of travel package plans that combine hotel accommodations and Park tickets with benefits such as Disney FASTPASS tickets, show viewing tickets, and more. (The Vacation Packages online reservation site is in Japanese only.)

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