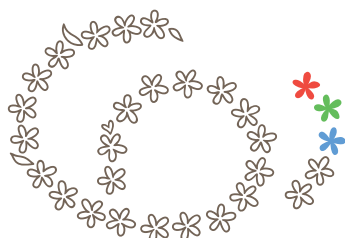


OLC Group 2010 Corporate Social Responsibility Report

July, 2010



OLC Group CSR



Oriental Land Co., Ltd.

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Editorial Policy

At the OLC Group, we believe that a strong commitment to corporate social responsibility strengthens our bonds with the communities in which we operate and enables us to support those communities by giving something back. This report is grounded in that commitment and has been put together in accordance with the editorial policy presented below.

● Information Availability

Corporate social responsibility reporting at the OLC Group is an evolving process. We have been making information on our corporate responsibility initiatives available via the OLC Group website since fiscal 2008. We have expanded the scope of our corporate social responsibility report for the current fiscal year and have issued it in PDF format.

● Focus Areas

The OLC Group has identified five focus areas as being critical to promoting our corporate social responsibility initiatives. These focus areas are listed in the section on Our Corporate Social Responsibility Policy. This report strives to address the critical issues by breaking them down into these five areas.

● Future Corporate Social Responsibility Communications

This report incorporates the opinions of interested parties from inside and outside the OLC Group. As our corporate social responsibility strategy continues to develop, we look forward to hearing the opinions and comments of our readers so as to improve and expand on our corporate social responsibility communications in the years ahead.

About this report

■ Scope and Structure

This report primarily covers corporate social responsibility initiatives undertaken by the OLC Group. Instances where information is relevant only to Oriental Land Co., Ltd. or to a Group entity will be distinguished. Initiatives undertaken by facilities within a Tokyo Disney Resort that are operated by the OLC Group are indicated as follows:

| | |
|--|--|
| Group-wide initiatives | OLC Group |
| Oriental Land initiatives | Oriental Land Co., Ltd. |
| Tokyo Disney Resort initiatives Tokyo Disneyland® Tokyo DisneySea® Tokyo DisneySea Hotel MiraCosta® Disney Ambassador® Hotel IKSPIARI® Cirque du Soleil® Theatre Tokyo Disney Resort Line | Tokyo Disney Resort |
| Combined Tokyo Disneyland® and Tokyo DisneySea® initiatives | Theme parks |
| Separate Tokyo Disneyland® and Tokyo DisneySea® initiatives | Tokyo Disneyland® or Tokyo DisneySea® |

• OLC owns and operates certain facilities at Tokyo Disney Resort under license from Disney Enterprises, Inc.

This report draws together the corporate social responsibility initiatives of the OLC Group.

Information on corporate responsibility at The Walt Disney Company and Disney Parks & Resorts is available as follows:

The Walt Disney Company-Corporate Responsibility

<http://corporate.disney.go.com/responsibility/index.html>

Disney Parks & Resorts-Corporate Responsibility

http://corporate.disney.go.com/news/parks_resorts/corporate_responsibility.html

■ Report Framework

The initiatives presented in this report are for the OLC Group's fiscal year 2009 (April 1, 2009 to March 31, 2010), although information is also provided on ongoing and characteristic corporate social responsibility programs that have a different time frame than the fiscal year.

■ Reference Guidelines

We looked to the Global Reporting Initiative (GRI) Sustainability Reporting Guidelines 2006 for guidance on specific reporting principles regarding content, quality and report boundaries. The GRI is an independent, nongovernmental organization based in the Netherlands that develops and disseminates the commonly accepted guidelines used by companies to report on corporate social responsibility issues.

■ Date of Publication: July 2010

Disney scenes ©Disney Enterprises, Inc.

Overview of the OLC Group

At Oriental Land Group (OLC Group), our goal is to educate, entertain and enrich people's lives through the theme parks, hotels and other facilities we operate.

OLC Business Segments

| Segment | Company | Overview | Facility |
|------------------|--|---|--|
| Theme parks | Oriental Land Co., Ltd. | Operation and management of theme parks | Tokyo Disneyland Tokyo DisneySea |
| | PHOTOWORKS CO., LTD. | Photography services | |
| | DESIGN FACTORY CO., LTD. | Planning, designing, and creating promotional material | |
| | Resort Costuming Services Co., Ltd. | Costume rental and cleaning | |
| | MAIHAMA BUILDING MAINTENANCE CO., LTD. | Cleaning, servicing, facility management, catering services | |
| | M TECH Co., Ltd. | Theme park maintenance | |
| Hotels | Milial Resort Hotels Co., Ltd. | Hotel operation and management | Tokyo Disneyland Hotel |
| | | | Tokyo DisneySea Hotel MiraCosta Disney Ambassador Hotel Palm & Fountain Terrace Hotel |
| Other businesses | Oriental Land Co., Ltd. | Operation and management of Cirque du Soleil Theatre Tokyo | Cirque du Soleil Theatre Tokyo |
| | Maihama Resort Line Co., Ltd. | Monorail operation and management | Disney Resort Line |
| | IKSPIARI CO., LTD. | Operation and management of Ikspiari | Ikspiari |
| | RC JAPAN Co., Ltd. | Operation and management of themed restaurant | |
| | Maihama Corporation Co., Ltd. | Administrative services | |
| | GREEN AND ARTS Co., LTD. | Garden and plant maintenance | |
| | Bay Food Services Co., Ltd. | Operation of employee cafeterias | |

As of April 1, 2010

The following businesses are operated under a licensing agreement with Disney Enterprises Inc.

| Disney theme parks | Disney hotels | Other facilities |
|-------------------------------------|--|--------------------|
| Tokyo Disneyland Tokyo DisneySea | Tokyo Disneyland Hotel Tokyo DisneySea Hotel MiraCosta Disney Ambassador Hotel | Disney Resort Line |

Corporate Philosophy

■ Business Mission

Our mission is to create happiness and contentment by offering wonderful dreams and moving experiences through original and imaginative ideas.

■ Management Ideals

1. Create dialogue

We strive to engage the hearts and minds of our Guests and employees by creating an environment that is conducive to dialogue and that helps to foster mutual understanding and trust as the basis for our activities as a good corporate citizen.

2. Produce projects with originality and quality

We seek to deliver new and highly original value that will invigorate people's lives by honing our creativity and focusing on the quality of the services we provide.

3. Respect individuals and support their work

We understand that our company is only as good as the people who work for it. We respect the individuality and skills of all our employees and aim to create a work environment in which employees can be fully engaged.

4. Tirelessly innovate and evolve

Management evolves by aiming to strike the optimal balance between the various contradictions that are produced by changes in the business environment and by making innovations that take the company to higher levels of excellence. We are constantly trying to evolve through dynamic and innovative approaches to management that incorporate new perspectives while remaining true to our original intentions.

5. Maintain profitable growth and services

We work to generate profit and carry out our mission as a good corporate citizen by adhering to the principles of sound management in all our activities as a corporation. We strive to expand our businesses so that they will create enduring happiness and to return the profits we generate in the process, to the communities in which we operate and to our shareholders and employees.

6. Build positive relationships

We seek to maintain harmony with the global community and the Earth's environment and to achieve a more productive coexistence between people and nature.

■ Work Objectives

1. Research and Innovation
2. Independence and Enterprise
3. Passion and Action

What We Seek

We always continue to explore.

Venturing into the farthest parts of the world

We learn about each culture

Bringing light to the hearts of people everywhere

As we reach for the truth.

We always continue to try.

We exercise our abilities to their limits,

Find solutions to problems and continue to improve.

That is our business's power,

And the source of new growth.

We dedicate our passion

To creating happiness for everyone.

That love and peace of mind satisfies us,

And reinvigorates us.

By using creativity and imagination

We open the possibilities of the human heart.



Our Corporate Social Responsibility

■ Message from Our President & COO

*For a future filled with dreams
that enriches people's lives*

At the OLC Group, our goal is to establish positive and productive relationships with the communities in which we operate, and to contribute in a meaningful way to society. We strive to achieve this through business operations that draw on our inherent strengths as an organization, and corporate social responsibility programs that have a strong affinity with the principles of quality management towards the creation of a sustainable society.



Kyoichiro Uenishi
President and Chief Operating Officer
Oriental Land Co., Ltd.

Our mission is to create happiness and contentment by creating great stories and moving experiences that spring from original, imaginative ideas. In the years since Tokyo Disneyland opened its gates to the public in 1983, the OLC Group has continued to bring happiness to close to 500 million visitors through its theme park business.

As a company that operates theme parks and other businesses that invigorate the lives of people, we believe that the realization of a future that is filled with dreams which enrich people's lives will facilitate the transition to a sustainable global society. In this environment, people would be able to fill their hearts with magical dreams, moving experiences, delight and contentment, to live spiritually-fulfilling lives.

We believe that a strong commitment to corporate social responsibility as a group will contribute to the realization of a global society in which such lives are a reality.

Unique corporate social responsibility programs built on bonds of trust

The OLC Group's Corporate Social Responsibility Policy was established in February 2010 and defines the long-term direction of our corporate social responsibility initiatives. The policy also clarifies the areas on which we intend to place special emphasis in our approach to corporate social responsibility.

We believe that corporate integrity and customer trust is integral to corporate social responsibility governance; in other words, we have a duty to be honest. We believe that

earning the trust of our stakeholders and the communities in which we operate is critical to achieving the mission and vision of the OLC Group. In fact, our executives and regular employees value compliance, and carry out their work with an awareness of the law, social norms and corporate ethics. The safety and security of all our customers is our number one priority, and the OLC Group will continue to focus on the safety and quality of our services and to make our corporate social responsibility efforts even more effective by looking towards local communities and being open to requests from our neighbors and listening to the voices of our customers.

We have established the goal of spreading happiness everywhere and have set forth our environmental commitments in the OLC Group Corporate Social Responsibility Policy with the aim of further embedding corporate social responsibility into the Group's operation, ensuring that it is included in making all decisions, big or small. We will continue to conduct our business with an eye to the diversification in customer values that accompanies societal changes and the growing interest in a range of social and environmental issues.

We will continue to support activities in local communities that will help to nurture the "smiles of future generations" based on the OLC Group Policy on Community Action.

We realize that the understanding and support of our stakeholders is essential as we pursue our vision for corporate social responsibility, but it is the ability of our employees to put these initiatives into action that is the key to our success in this area. It is for this reason that we place special emphasis on nurturing dynamic, energetic employees since it is these human assets who create new magical experiences. OLC Group employees are exceptional people with exceptional strengths, and all of our employees take a part in creating new emotionally moving experiences. The OLC Group remains focused on the training and development of our employees and is committed to fostering a corporate culture in which all our employees can maximize their full potential and where their new and creative ideas can be transformed into reality.

In order to fulfill our role as a good corporate citizen, we will continue to review our operations through the lens of corporate social responsibility, and will strive to embed a strong commitment to corporate social responsibility in all our business activities. We look forward to your continued understanding and unwavering support.

■ Our Corporate Social Responsibility

OLC Group upholds the following five values to enrich our society and to create a future filled with hope.

Caring for the environment

Environmental issues come first in our business activities, so that we leave behind a healthy and clean environment for the next generation.

Trust and integrity

OLC will continue to inspire trust through honesty and integrity in every aspect of our business including promoting sound business activities and management, open communication, and commitment to our community.



Children are our future

Children are what help bring families and communities together. As responsible corporate citizens, OLC will focus on nurturing children to advance the development of a healthy and happy society.

Dynamic and inspiring workplace

OLC will cultivate a work environment in which each and every employee is encouraged to develop to their full personal and professional potential

Commitment to our Guests

OLC will consider the needs, happiness and best interests of our Guests in all of our business activities.

Oriental Land Co., Ltd. was established in 1960 with the goal of contributing to the cultural life of the nation and the welfare of its citizens, and since the opening of Tokyo Disneyland in 1983, we have been dedicated to spreading happiness throughout the community by offering people the opportunity to enjoy experiences that they would find nowhere else.

The OLC Group has evolved from a theme park operator to an operator of a themed resort and has expanded into other areas of the market, but our core value remains unchanged. We remain committed to “invigorating people’s lives by offering magical dreams, moving experiences, delight and contentment” because “spreading happiness” is our guiding principle.

At the OLC Group, we believe that in offering magical dreams, moving experiences, delight and contentment, we are helping to create a future filled with dreams that enriches people’s lives. As we see it, a sustainable society-a future filled with dreams that enriches people’s lives, is a society- in which people are able to live spiritually-fulfilling lives; a society that allows people to fill their hearts with magical dreams, moving experiences, delight and contentment.

We believe that a strong commitment to key corporate social responsibility issues will contribute to the realization of a global society in which such lives become a reality.

OLC Group Stakeholders

The OLC Group's stakeholders include our customers, employees, shareholders and investors, corporate sponsors, corporate clients, licensors, partners, local communities and local governments. We believe in the importance of positive relationships with all of our stakeholders.



Corporate Social Responsibility Governance

The CSR Promotion Group is a division of Oriental Land's Corporate Strategy Planning Department and is dedicated to promoting the OLC Group's corporate social responsibility initiatives.

In fiscal 2009, the OLC Group formulated a Corporate Social Responsibility Policy to clarify the long-term direction of our corporate social responsibility initiatives.

On the basis of this Corporate Social Responsibility Policy, we have developed a five-year action plan that takes us through to fiscal 2013. And for group-wide, cross-sectional initiatives – such as social action programs, activities that promote employee understanding of CSR, and CSR communication efforts – we are working to establish a cooperative structure that transcends the organizational framework, devise

new policies, and improve our existing structures and systems.

Beyond this, each organization within the OLC Group has appointed a corporate social responsibility representative, with the intent that these employees will encourage the sharing of information and help promote our corporate social responsibility initiatives in conjunction with the Environmental Action Committee and other existing committees.

Trust and integrity



■ Management Structures

Corporate Governance

The OLC Group recognizes the importance of fair and transparent management, sustainable growth and development, and fulfilling our responsibilities as a corporate citizen, and is committed to strengthening its governance policies and practices. The following initiatives are intended to promote and maintain good governance within the OLC Group.

1. We are bolstering the systems that address compliance, risk management and information security as a means of enhancing our internal control processes.
2. We are enhancing our auditing system of internal and external audits as a means of strengthening the watchdog function of management.
3. We are actively disclosing information as a means of improving management transparency.

The OLC Group believes that these efforts are integral to earning the trust of our stakeholders and to achieving long-term enterprise value.

Stronger Internal Controls

■ Comprehensive Compliance Program

The OLC Group has established a compliance code that sets forth rules for executives and employees on corporate ethics and legal compliance and has put together business guidelines as part of its commitment to the highest standards of corporate conduct in all of its dealings.

OLC Group Compliance Code (established April 2006)

All OLC Group executives and employees will adhere to the highest ethical standards in compliance with the law and social norms, and will act upon the following codes.

1. Make safety the primary concern.
2. Respect human rights and prevent discrimination and harassment.
3. Be fair and transparent in all interactions.
4. Protect all confidential information, including personal data.
5. Take resolute action against anti-social elements.

The OLC Group has established a Compliance Committee chaired by an individual appointed by the President to ensure the legality of all Group dealings and embed the spirit of compliance in every business function. If the OLC Group becomes aware of improper employee conduct or a violation of laws, regulations or company policy, this committee will conduct the necessary investigations and report to management or the Executive Committee and the Board of Corporate Auditors. We have also established a counseling room that serves as a contact point for employees wishing to report any instances of improper conduct within the Group.

The OLC Group provides annual training on compliance-related issues to ensure that all our employees understand and are aware of their legal and ethical obligations, and is engaged in ongoing efforts to monitor and evaluate compliance with our compliance policies and procedures.

■ Respect for Human Rights

The OLC Group respects the human rights of its employees and has established a basic human rights policy that proclaims its commitment to ensuring that all its business operations are conducted in line with applicable labor standards and fundamental human rights norms. Our Business Guideline publication, which set forth standards and guidelines for everyday business operations, also includes provisions on human rights to ensure that all employees are aware of human rights issues and of their responsibility to treat their coworkers with respect and dignity.



OLC Group Human Rights Policy (established July 2008)

1. The OLC Group shall respect the human rights of all people in its business operations.
2. The OLC Group shall not tolerate discrimination or human rights violations based on race, nationality, sex, age, religion, mental or physical disabilities.
3. The OLC Group shall strive to create a work environment and to nurture a culture of zero tolerance to human rights violations.

■ Risk Management Systems

The OLC Group has established the OLC Group Risk Management Guidelines that set forth basic policies and procedures with a view to ensuring the effective functioning of our risk management systems.

We also use a risk management cycle to identify, analyze, evaluate and prioritize potential risks facing the OLC Group and formulate preventive measures and responses to specific risks. We have established a risk management committee, which is chaired by the President of Oriental Land Co., Ltd., to oversee the risk management cycles and promote effective risk management within the Group.

The Emergency Control Center (ECC), whose members include the President of Oriental Land Co., Ltd. and other concerned parties, has been set up to develop appropriate contingency plans for dealing with risks that have become a liability.

■ Information Security Management Systems

The OLC Group's basic policy on information security sets forth basic policy and procedure for information management. Specific guidelines for action are stipulated in the OLC Group Information Security Policy, and we have established provisions, processes, procedures and other rules governing the handling of information, documents and information security systems, and are upgrading our information security management systems. Information management is controlled by the Information Security Management Committee, a sub-committee of the Risk Management Committee, and this unit is dedicated to raising the level of information security management within the Group.

OLC Group Basic Policy on Information Security (established March 2005; revised April 2007)

1. The OLC Group shall ensure the proper management of all information related to its business operations (“information assets” hereinafter), by identifying its owner, its value as an information asset, the level of confidentiality, and rights of access.
2. The OLC Group has established an information security policy (“policy” hereinafter), setting forth specific procedures to be followed by OLC Group companies and specific actions to be taken by executives and employees in the management of information.
3. The OLC Group, its executives and employees, shall abide by applicable laws governing the management and handling of information assets.
4. The OLC Group shall take appropriate technological security measures when processing or holding its information assets in an information system and/or network.
5. The OLC Group shall offer scheduled training and education to its executives and employees to familiarize employees with information security management policy and procedures.
6. The OLC Group shall review the documents and controls adopted for the basic policy and other policies and shall monitor compliance with these policies and procedures on a continuous basis.

Enhancing Watchdog Functions

■ Audits by Corporate Auditors

Oriental Land Co., Ltd. has adopted the Corporate Auditor System. Under this system, two standing auditors are required to attend meetings and present their objective opinions to the Board of Directors, the Executive Committee, the Theme Park Committee and other meetings deemed important by corporate auditors. Three of the Group’s four corporate auditors are appointed from outside of the company, and our auditing system is designed to facilitate effective audits by actively incorporating opinions that are offered from an objective and independent perspective. In addition, the OLC Group has established a Corporate Auditor Office to assist its auditors in their duties, and has

formulated Audit Report Rules that set forth the requirements, deadlines, and methods to be employed by executives and employees in reporting to our corporate auditors to promote timely reporting of information that is necessary and pertinent to Group audits. Every effort is made to ensure audit effectiveness, and our corporate auditors conduct debriefing sessions with directors and employees, have access to key documents, and discuss matters that have been discussed at major meetings and committee sessions and the results of company audits in accordance with the Group's audit policy and our internal audit plan.

We have also established Internal Auditing Standards and Board of Auditor Regulations to clarify the roles and official responsibilities of our auditors and to establish and maintain good corporate governance practices within the Group.

■ Internal Audits

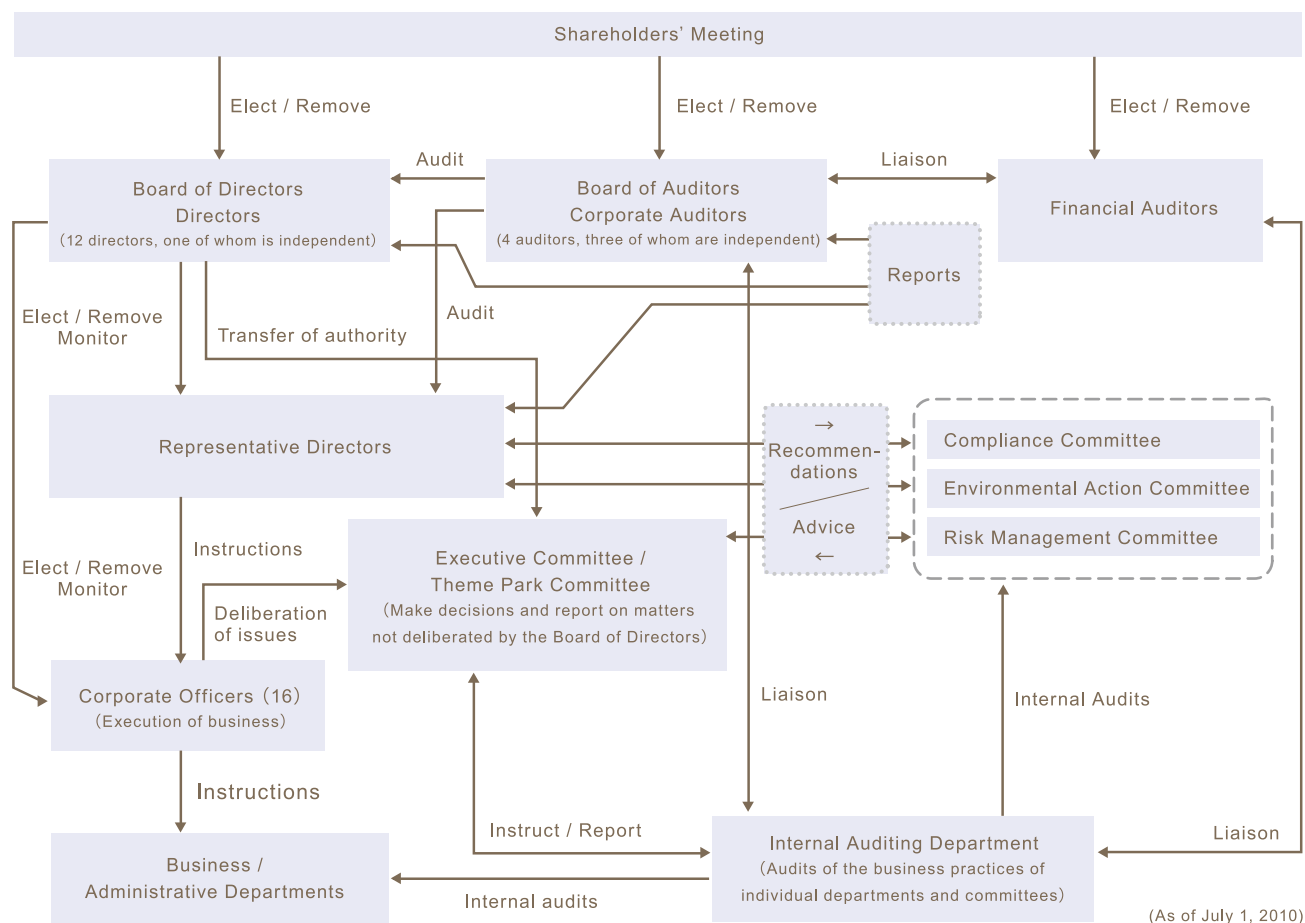
Efforts are being made to enhance our internal control processes, and we have established an Internal Auditing Department to facilitate the conduct of objective internal audits that will ensure our compliance with laws and internal regulations and the execution of effective business practices.

■ Financial Audits

In order to guarantee the accuracy and completeness of our accounting records, Oriental Land Co., Ltd. is audited by an independent auditing firm.

Our internal auditors, auditing department personnel and financial auditors work in tandem. In addition to regular trilateral meetings and scheduled opportunities for the auditing department to report to internal auditors on audit results, the structures are in place to facilitate ad hoc communication and reporting among the three parties.

Our Corporate Governance Structure



(As of July 1, 2010)

Active Information Disclosure

■ Our Basic Position on Information Disclosure

The OLC Group actively disseminates information to all its stakeholders. Disclosures are made in conformity with the Financial Instruments and Exchange Act and all other applicable laws and regulations, as well as rules concerning the timely disclosure of corporate information as stipulated by the Tokyo Stock Exchange. Information that we believe to be useful in fostering a deeper understanding and assessment of Group activities is disclosed via press releases, our website, at briefing meetings and through various other means in a fair, timely and appropriate manner.

Our goal in disclosing corporate information is to enhance management transparency, to build bonds of mutual understanding and trust with our stakeholders and in doing so create dialogue in management, a stance that is central to our business philosophy. The opinions and assessments put forward by our stakeholders are reported to the management team on a regular basis so that they may be reflected in future decisions made by the Group.

■ Disclosure of Negative Information

The OLC Group has a strong commitment to compliance, safety and quality assurance, but information concerning any incidents that have occurred, despite our best efforts, will be disclosed without delay. We will continue to disclose information in a timely and appropriate manner, even where such information is detrimental to the Group.

Healthy Partnerships with Our Vendors and Clients

The OLC Group's Compliance Code states that we "be fair and transparent in all interactions," and we employ a fair process of partner selection that gives due consideration to quality, price, technologies, delivery lead times and management policy. In addition, we promote fair and sound interaction with our partners through the use of contracts, memorandums and other documents that clarify the details of the transactions.

Our Business Guidelines, which provide specific codes of practice for strengthening corporate ethics, specify compliance with the Act on Prohibition of Private Monopoly and

Maintenance of Fair Trade (the Anti-Monopoly Law) and the Act Against Delay in Payment of Subcontract Proceeds, etc., to Subcontractors (the Subcontract Law) and require that we exercise restraint in dealing with our partners. We have also made our internal whistle-blowing system available to our business partners, and every effort is made to build sound and productive relationships with all of them.

Moving forward, the OLC Group has established a Code of Conduct for Business Partners (established April, 2010) and is working with our business partners to fulfill our responsibilities to the community through the supply chain.

■ Theme Park Safety is Our Top Priority

Safety that Gives Peace of Mind

The safety of our Guests and Cast Members is our most important priority. Our safety and quality control initiatives are of paramount importance, and we make safety a primary concern throughout all theme park operations.

To give our Guests peace of mind and ensure that they enjoy every aspect of their theme park visit, from riding attractions, watching shows or parades, to dining and shopping, we require all our employees to act and make decisions in accordance with the Group's "SCSE" principles (see below), which make safety the top priority. We also implement various safety and quality assurance programs, which are designed to enforce Group standards and ensure compliance with applicable laws.

"SCSE" – The Key to All Operational Decisions

■ The SCSE Quality Standards

The SCSE code of conduct applies at all Walt Disney Parks and Resorts. The four quality standards that guide the operational decisions and behavior of all Cast Members – safety, courtesy, show, and efficiency – are designed to ensure that we provide the highest levels of service to all our Guests. The order in which the letters are presented also represents the order of importance.

- | | |
|-------------------|--|
| Safety | The safety of those who work and play at Walt Disney Parks and Resorts is our most important responsibility; it enables us to create an atmosphere in which people feel safe and at ease. |
| Courtesy | Based on the belief that Guests should be treated like VIPs (or Very Important Persons), we also aspire to offer friendly, genuine hospitality; not just being polite, but providing service from the standpoint of the Guests. |
| Show | Cast Members are part of the show and should treat every day as "opening day," reflecting that philosophy in their grooming and behavior, in the show they provide, and the welcome that they give to Guests, even when they are inspecting a facility or cleaning one of the park's facilities. |
| Efficiency | Prioritizing efficiency over safety, courtesy, and show is no way to spread happiness among our Guests. By focusing on safety, courtesy, and show, and working as a team, efficiency will ultimately be achieved. |

The SCSE quality standards are a critical element of all Walt Disney Parks and Resorts and are a top priority for the OLC Group, which operates Tokyo Disneyland and Tokyo DisneySea under license from Disney Enterprises, Inc.

Everyone who works at Tokyo Disneyland and Tokyo DisneySea learns the Disney philosophy when they join us, and the SCSE quality standards form part of our on-the-job training programs. These four quality standards guide the operational decisions and behavior of all Cast Members.

Working in accordance with SCSE

One of the jobs of a Custodial Cast Member is to mop up spillages. They do this job standing up rather than squatting, using their feet to mop up spilled liquids. This is to prevent accidents, since Guests caught up in the magic of the environment, may not see the Cast Member if he/she were crouching down.

Ensuring Guest safety is a priority in everyday tasks and it guides the actions of all Cast Members.



Our Commitment to Attraction Safety

■ Our Policy on Attraction Safety

The attractions at Tokyo Disneyland and Tokyo DisneySea are enjoyed by thousands of Guests every day. In order to offer our Guests a safe and enjoyable experience, the OLC Group has developed a policy for attraction safety.

Basic Policy on Attraction Safety

Our goal is to be the world's safest theme park

To allow us to continue to deliver magical dreams, moving experiences, delight and contentment, the OLC Group is dedicated to maintaining and enhancing the safety of our attractions and to achieving the highest standards of safety and quality.

1. The OLC Group shall comply with all statutory safety regulations and internal safety standards.
2. The OLC Group shall work to improve the safety of the facilities and procedures for the operation of attractions.
3. The OLC Group shall maintain operational safety at all times so as to continue to provide the ultimate show experience.
4. The OLC Group shall train all employees to actively incorporate our safety procedures into their work.

■ Attraction Safety Program

The OLC Group is committed to ensuring the safety of our rides and attractions in terms of both Guest enjoyment and safety, and ride system maintenance and design.

Safety in Design and Maintenance

Safety is our number one priority and all our attractions are designed with this unwavering commitment in mind. Our roller coaster attractions are equipped with safety bars and other fail-safe devices, and we have established age and height restrictions, which are strictly enforced on all applicable rides and attractions as part of our continuing commitment to enhancing safety.

All Park and Resort facilities, attractions included, are checked by a team of maintenance

technicians* altogether who work in partnership to verify and maintain safe conditions. In addition to fulfilling our statutory inspection requirements, our maintenance team performs a series of daily and routine inspections in compliance with internal maintenance standards that are more detailed and rigorous than the standards imposed on us by the regulatory authorities. Maintenance checklists for some of our attractions comprise upwards of 1,400 items. We have established voluntary standards regarding the cycle of replacing parts that are more strictly enforced than regulatory standards. In addition, our larger attractions are closed at regular intervals to allow our maintenance team to perform non-destructive testing and other comprehensive checks and maintenance work that cannot be performed during daily inspections.

Ongoing equipment upgrades aimed at preventing Guests from climbing or jumping over fences are being made, as part of our commitment to safety. The **Mark Twain Riverboat** and **Tom Sawyer Island Rafts** attractions, for example, have mesh guards on the upper railings, while automated station gates have been installed in the load areas of the **Raging Spirits** and **Space Mountain** attractions, among other measures.

*The technicians who maintain our Parks and Resorts include Engineering Services division personnel and the staff of maintenance subsidiaries and partners affiliated with the OLC Group.



Automated station gates for the attraction Raging Spirits

Safety in Operations

Cast Members have an important role to play in ensuring the safety of the rides and attractions they operate. On the **Tower of Terror**, for example, a Cast Member waits until every seatbelt is buckled before confirming that each belt is locked and secured over the lap of the rider. Several safety procedures are employed, with these visual checks being performed by a single Cast Member, while two other Cast Members carry out system checks to ensure that the belts are locked securely in position before the ride vehicle is dispatched.

New Cast Members are required to learn the standard operating procedures and are provided with ongoing on-the-job training from more senior Cast Members so that they are able to respond flexibly under any circumstances. They are also assessed before being authorized to operate attractions independently.

All Cast Members are required to participate in regular training in evacuation procedures that are conducted late at night or early in the morning when the Parks are closed to Guests and the attractions are shut down.



Safety checks before **Raging Spirits** ride vehicles are dispatched



■ Meetings, Patrols and Safety Audits

Each and every day, employees working in the two divisions in charge of theme park maintenance and operation perform their respective duties with professional integrity and responsibility, and this devotion is critical to the safety of attractions and other park facilities. The two management teams stay in close communication with their team members, which facilitates detection of any small changes and potential safety risks and expedites decisions and responses. Management teams themselves even carry out on-site inspections.

Both divisions have an internal audit function to verify the effectiveness of division operations from a third-party perspective on a regular and ongoing basis. Cooperation between the two divisions is critical to maintaining the safety of theme park attractions and other facilities. Maintaining good communication is imperative, so meetings are held on a regular basis to facilitate teamwork.

Working Behind the Scenes to Create Happiness for Our Guests

Kiyoshi Izawa
Attractions Master
Engineering Division,
Coaster Engineering Department
Oriental Land Co., Ltd.



As the Attraction Master for **Splash Mountain** at Tokyo Disneyland, I am responsible for overseeing and managing the overall safety of the attraction.

Attraction Masters have the most in-depth knowledge of the facilities and equipment under their charge, plus the experience and knowledge commensurate with a master; their role is to maximize these skills in managing facility operations and to contribute to maintaining safety and quality standards.

Splash Mountain is an elaborately themed large-scale attraction that incorporates various elements. All **Splash Mountain** systems are maintained in excellent condition to ensure Guest enjoyment and safety. The attraction operates virtually year-round for upwards of 10 hours per day, making the role of daily maintenance and inspections especially important. Daily inspections,



routine inspections and major repair work on the entire attraction, including each and every log boat, are implemented before the Park opens in the early morning hours or late at night after Park closing in order to maintain the safety and quality of the attraction around-the-clock.

Safety is our most important responsibility. Attractions are closed at regular intervals to allow us to perform comprehensive inspections and

maintenance, and our work is always conducted with the Guest in mind. We deeply regret the inconvenience and disappointment experienced by Guests who are unable to enjoy the attractions during these periods, but at the same time, these periods allow us to perform meticulous checks, which we undertake with due determination to ensure that nothing gets overlooked. Our mission is to ensure that all our Guests enjoy the time they spend with us without any incidents or mishaps.

We have been committed to maintaining the safety of the various attractions at Tokyo Disneyland since the Park first opened its gates to the public, and have accumulated a rich source of knowledge, technology and expertise through the years. This experience is reflected in our maintenance manuals and put into practice with senior Cast Members making sure that newer Cast Members thoroughly understand the contents. As the Attraction Master for **Splash Mountain**, I make it a personal commitment to train my successors.

We will continue to persevere in our efforts to enhance the safety of Tokyo Disneyland attractions and will strive to operate our attractions to fully satisfy every single Guest.



Our Commitment to Show and Parade Safety

■ Our Policy on Show Safety

In order to offer our Guests a safe and enjoyable show experience, the OLC Group has developed a policy on show and parade safety.

Basic Policy on Show & Parade Safety

To allow us to continue to deliver magical dreams, moving experiences, delight and contentment, the OLC Group is dedicated to maintaining and enhancing the safety of our entertainment shows, and to achieving the highest standards of safety and quality.

1. The OLC Group shall comply with all statutory safety regulations as well as the rules, regulations, standards and manuals indicated in our own safety guidelines.
2. Safety shall be our highest priority in the development, design, construction, inspection, maintenance and operation of all entertainment shows.
3. The OLC Group shall submit to and enforce the safety standards set forth in our safety guidelines in respect to all business clients and partners, and shall strive to enhance the safety of show production and operation.
4. The OLC Group shall provide education and training on safety to all its employees to further its goals in show safety.

■ Equipment Safety

Safety Guidelines

Our Safety Guidelines govern the safety criteria in the design, construction, inspection and maintenance work undertaken on the equipment used in parades and shows at Tokyo Disneyland and Tokyo DisneySea, and are rigorously enforced. The purpose of these guidelines is to ensure that all our Guests can watch and enjoy our parades and shows in safety and comfort.

The Safety Guidelines are divided into two sections: Guidelines on the Manufacturing and Construction of Show Equipment and Guidelines for Maintenance. The first section establishes safety standards for the manufacturing of floats, stages and sets, while the section on maintenance provides detailed information on the cycles, content and methods to be employed in inspecting equipment used in shows and parades.

■ Safety in Manufacture and Inspection

All floats, stages and sets are manufactured in accordance with the Guidelines on the Manufacture and Construction of Show Equipment. Cast Members who are performers and operational staff do trial performances to check equipment safety on the basis of strength calculations, identify any risks associated with nighttime float operation, and confirm that the safety of Guests and performers is assured. These tests are continued until all problems have been rectified and all safety requirements are met.

In the past, inspection and maintenance work was undertaken based on plans provided by the production company; however, we have now introduced a system that involves the development of maintenance plans (including daily, monthly and annual inspections) in accordance with our Maintenance Guidelines. These plans are tailored to specific program components and the inspection work is outsourced to maintenance specialists selected for their competence in the area concerned.

Moreover, engineers are assigned to monitor the safety of our entertainment equipment in the manufacturing and inspection process. We are also working to enhance our safety monitoring even further and have introduced a system in which safety checks may be conducted by engineers from other divisions and by contract vendors with extensive experience and expertise in design and structural calculations. Such efforts reflect our commitment to ensuring that Guests can enjoy our shows and parades in safety and comfort.

■ Operational Safety

Inspections are an integral part of our daily routine maintenance and operation teams perform pre-opening inspections prior to operating all shows or parades. Because shows and parades are affected by the weather on any given day, the person in charge of the day's operations will check the weather conditions and, using the Group guidelines, make a decision as to whether specific shows and parades may be presented that day.

More than one hundred Cast Members are stationed along the 800-meter parade route as



A Cast Member stationed along the parade route

a contingency against unexpected occurrences, such as children running out into the path of an oncoming parade, and to guide Guests to evacuation routes in the event of an emergency.

The SCSE quality standards (see page 24) are rigorously enforced and Cast Members receive regular training to ensure that they remain alert to possible incidents or potential risks when working in our Parks and are ready to take prompt and appropriate action in the event of an emergency.

Our Commitment to a Safe Shopping Experience

■ Our Merchandise Safety Policy

The safety and quality of products offered to our Guests is of crucial concern to us. Thus Oriental Land Co., Ltd. has developed a comprehensive policy on product safety and quality to facilitate the development of products that are safe and of high quality. Every effort is made to verify compliance with safety standards, and we also work with our manufacturers to ensure that they are meeting our safety requirements.

Basic Policy on Product Safety and Quality

Ensuring our Guests take home happy memories

To enable us to continue to deliver magical dreams, moving experiences, delight and contentment to our Guests, the OLC Group is dedicated to ensuring the safety and quality of all our merchandise and to offering our Guests the highest quality original products.

Merchandise Safety and Quality Action

1. The OLC Group shall comply with all statutory safety regulations as well as the rules, regulations, standards and manuals indicated in our own safety guidelines.
2. The safety and quality of our merchandise shall be our top priority throughout every stage of the process, from planning and development to production, distribution and sales.
3. Compliance with the OLC Group's Merchandise Department Quality Control Standards shall be monitored and enforced both internally and among manufacturers and vendors.
4. Every effort shall be made to enhance the tests and inspections performed by third-party testing laboratories to maintain and enhance our quality controls.
5. Feedback from Guests shall be taken in good faith, and we shall take immediate action to check and deal with any substandard merchandise.

■ Ensuring Product Safety

Theme park merchandise includes plush toys, key holders, and other general merchandise as well as candies, chocolates, and other confectionery products. We are selling upwards of 15,000 different items at any one time. In order to verify the safety of all these products, checks are performed to confirm that our rigorous safety and quality standards are maintained from the planning and development stage onwards, and we have developed our own quality inspection standards that incorporate the legal and regulatory safety requirements of Japan, Europe and America. In addition, all original merchandise is subject to inspection by a third-party testing laboratory. Based on the nature and classification of specific products, our manufacturers are also requested to cooperate with on-site audits and pre-shipping inspections by OLC Group personnel and our designated third-party auditors.

All merchandise-related inquiries, comments and requests are handled by our Guest Service Department (Merchandise). We have developed a system that facilitates an immediate response if we are informed of a major product defect.

Safety Innovations in Product Development and Sales

When developing merchandise for our theme parks, due consideration needs to be given to the fact that children do unexpected things. To ensure that our products are designed to be both aesthetically pleasing yet functional, and capable of withstanding strong impacts and being chewed on, all merchandise is subject to a series of shock resistance tests that includes dropping, stretching and compression tests.

We have introduced a number of safety initiatives in our theme park stores, one of which involves training Cast Members to cover the corners of boxes containing merchandise for restocking purposes with their hands, to minimize the risk of injury to children and other Guests. In addition, to ensure that the Guest shopping experience is a pleasant one, we provide separate areas in the stores for product displays and for cash registers. We also control Guest traffic at busy stores and strive to ensure safety at all times.



Our Commitment to a Safe Dining Experience

■ Our Philosophy and Policy on Food Safety

We take food safety very seriously. The OLC Group's Food Safety Philosophy proclaims safety to be our most important responsibility, and we have developed an action policy on food safety that is designed to ensure the safety and security of all food products provided and sold by the OLC Group. Every effort is made to control safety throughout the food chain*¹ and we work with our suppliers to ensure they comply with all our food safety initiatives.

*1 This refers to the series of processes involved in moving a food product from supplier to customer, including production, processing, distribution and sales.

OLC Group Food Safety Policy

Food Safety Philosophy

Safety is our most important responsibility

To allow us to continue to deliver magical dreams, moving experiences, delight and contentment, the OLC Group is dedicated to ensuring the safety and security of all food products.

Food Safety Action

1. Every effort shall be made to ensure the safety and security of all food products provided and sold by the OLC Group.
2. Food service Cast Members shall comply with all statutory safety regulations as well as the rules, regulations, standards and manuals indicated in our own safety guidelines.
3. Our approach to food safety management shall incorporate the ISO 22000*² and HACCP*³ process, and we shall use the PDCA (Plan-Do-Check-Action) cycle to coordinate the audits, inspections and educational activities conducted by the Food Safety Control Department.
4. We shall establish effective communication and relationships within the Group and with suppliers, customers (Guests) and government agencies, etc., to share information on problems and initiatives involving food safety within the food chain.
5. All food service Cast Members shall receive education and training to ensure that they understand and can implement our food safety policies.

*2 ISO 22000 is the international standard for food safety management systems; its goal is to ensure the safety of final food products delivered to the customer.

*3 HACCP (Hazard Analysis Critical Control Point) is a systematic preventive approach to food safety that uses work sheets to control key hygiene elements in food production and processing. ISO 22000 is founded on the HACCP principles.

■ Food Safety Initiatives in Our Theme Parks

Food service Cast Members working in restaurant facilities throughout Tokyo Disneyland and Tokyo DisneySea follow a food hygiene program that is based on the systematic preventive approach to food safety embodied in the internationally recognized HACCP principles. All our food products are inspected on the basis of voluntary standards that have been developed on the basis of Japan's Food



Testing the core temperature prior to serving

Sanitation Act and other applicable laws and regulations, and we monitor hygiene levels in our facilities and the health of our employees on a regular basis.

The food suppliers that deliver to Tokyo Disneyland and Tokyo DisneySea are selected on the basis of our Vendor Selection Standards, a series of voluntary standards that includes more than 30 criteria on food sanitation and food inspection systems.

Our Food Safety Control Department is responsible for overall food safety, and they conduct regular audits of our restaurant facilities and the food factories that are contracted to manufacture the original products and raw materials available in our restaurants.

■ Food Safety Training

All food service Cast Members receive training on topics ranging from proper food handling to food sanitation to assure the safety and security of all food items available in restaurant facilities throughout Tokyo Disneyland and Tokyo DisneySea.



A Cast Member gives hands a thorough washing

■ Special Dietary Menus

To enable Guests with food allergies to enjoy the experience of dining with us, as of March 2010, eleven restaurants at Tokyo Disneyland and eight restaurants at Tokyo DisneySea offer special menus that do not include items containing the five major allergens (wheat, dairy products, buckwheat, eggs, and peanuts).



A menu offering information on food allergies

■ Food Origin Listings

In accordance with the Guidelines on Food Origin Labeling for Catering Purposes issued by the Ministry of Agriculture, Forestry and Fisheries, a listing of the countries where our restaurant food ingredients originated from is posted on our website to allow our Guests to fully enjoy their dining experience.

Our Commitment to Park Safety

Safety is our top priority throughout all Park operations and in addition to the initiatives detailed in the preceding pages we have an extensive range of safety programs aimed at ensuring that our Guests have an enjoyable and safe experience with us.

■ Security

We maintain strict security precautions throughout Tokyo Disneyland and Tokyo DisneySea. Security personnel routinely patrol the Parks, and we implement other crime prevention activities that include regular patrols of the area around Tokyo Disney Resort. We also liaise and share information with hotels in the vicinity, JR Maihama station and the police stations that have jurisdiction over the local area. We also conduct bag checks at the Park entrances to prevent hazardous and suspicious items from being brought onto the Park premises.



■ First Aid

There are first aid stations available in our theme parks. The first aid facilities have beds to allow Guests with minor injuries and illnesses to rest, and we can also refer indisposed or injured Guests to local hospitals. In the event of an emergency, injured Guests can be transferred to a nearby hospital by a First Aid facility Cast Member. As of March 31, 2010, we have installed automated external defibrillators (AEDs) in our first aid facilities, and have deployed approximately 140 AEDs throughout Tokyo Disney Resort. Cast Members, including those who work in our first aid facilities, receive emergency response training that includes instruction in AED operation and CPR (cardiopulmonary resuscitation).



■ Emergency Response

The emergency response operations team works around the clock in eight-hour shifts to monitor Tokyo Disney Resort to check for fires and other abnormalities. The team inspects and maintains firefighting equipment and is responsible for all fire prevention operations within the Parks. They also oversee operation of the Central Monitoring Center, provide guidance and supervision in fire prevention activities, and are responsible for Park security. In the event of a fire, the Central Monitoring Center will request immediate dispatching of firefighting units via its direct hotline to the Urayasu City Fire Department, while our own firefighting team will take initial measures to tackle any fire. Employees participate in regular education and training programs to ensure their ability to provide evacuation guidance and extinguish fires to maintain Guests' safety.

Furthermore, we have developed an emergency response manual that is designed to enable Cast Members to take prompt action in the event of an earthquake or other emergency at Tokyo Disneyland or Tokyo DisneySea, and conduct comprehensive emergency drills and area-specific drills twice a year to ensure that our employees fully understand the procedures in the emergency response manual. In addition, we gather information on disaster prevention from government organizations and specialists with the intent of increasing knowledge and improving skills within the Group.

The manuals ensure that we are ready to take prompt action in the event of a natural disaster. Several sites have been identified within the two Parks that can be used for evacuation. So, appropriate evacuation areas can be designated as the situation demands. We will also set up temporary emergency shelters to facilitate emergency assistance.

We will continue to provide training on a regular basis so as to ensure our ability to provide the optimal response in any emergency.



A decorative graphic on the left side of the page. It features a series of concentric circles in shades of blue, with a solid blue flower icon at the center. A trail of small, light brown flower icons curves around the circles, extending from the top left towards the bottom right of the page.

Dynamic and inspiring workplace

■ Working for the OLC Group

At Oriental Land Co., Ltd. our employees are classified as follows: Corporate Employees (including those working under contract); Theme Park Employees, who usually hold supervisory positions; and Part-Time Employees, who directly provide hospitality to our Guests. We have developed training and career development programs for employees at all levels, and institute various initiatives that address health and safety matters and help our employees maintain a healthy work-life balance. We promote a management approach that is based on using “people’s talents” and have a special subsidiary that hires people with disabilities.



Training and Development

As stated in our management commitments (see page 4), we are committed to “respect individuals and support their work” and offer our employees both the opportunity to maximize their potential and a range of programs that give our employees the support they need to enhance their professional skills. Our employees are encouraged to pursue development opportunities within the Group and we have a system that enables Part-Time Employees to apply for Theme Park Employee status and for Theme Park Employees to apply to become Corporate Employees.

■ Corporate Employees

Our training policy for Corporate Employees is designed to support them to become more independent and to encourage them to enhance their professional capabilities. When hiring corporate permanent employees, we look for individuals who are capable of thinking and acting independently and we have developed a series of training programs

which includes acquisition of specific qualifications at every stage of their careers. We also have a Self-Assessment System in which employees are encouraged to think beyond the confines of their current work responsibilities and envision their future goals by developing medium- to long-term career plans. There is also a Job Challenge System that offers employees the opportunity to apply for positions in new areas of work.

■ Theme Park Employees

When hiring Theme Park Employees, we look for individuals who find joy in providing happiness to Guests, care about the growth and development of fellow Cast Members, have a deep understanding of the services that we provide, are good team players, and who are capable of operating Park facilities. The training programs we offer to our Theme Park Employees are designed to help them acquire the knowledge and skills needed to meet these requirements. We also offer personal development training that is designed to motivate Theme Park Employees to seek opportunities for even further development.

■ Part-Time Employees

Like new Corporate Employees and Theme Park Employees, all new Part-Time Employees participate in orientation programs to learn about the Disney philosophy and the nature of show business when they join the company. After being assigned to their respective departments, Part-Time Employees continue to receive on-the-job training, and we also implement a five-step career development program that is based on skills and experience. We also appoint trainers who are responsible for providing guidance to newer employees.



■ Creating a Positive, Productive and Successful Work Environment

An Inspiring Corporate Culture

Oriental Land Co., Ltd. is committed to creating a corporate culture that inspires, empowers and energizes our employees since they provide Guests with magical dreams, moving experiences, joy and contentment.

Our “I Have an Idea” program is aligned with our business mission, which emphasizes the value of original and imaginative ideas and encourages employees, regardless of title or position, to come up with new ideas. To date, ideas received through this program have successfully resulted in improvements to facilities, in new merchandize and in menu items for special events.

Our “Spirit of Tokyo Disney Resort” program is designed to help employees rediscover what it means to be a Cast Member by acknowledging and recognizing outstanding performances by peers. Cast Members exchange messages and the most outstanding Cast Members are awarded a Spirit Award Pin.

We also have a “Five Star Program” in which Cast Members are awarded for exemplary service by their supervisors, and have a “Thanks Day” which is when Tokyo Disney Resort Cast Members (Part-Time Employees) are entertained as Guests in the Park by Executives, Corporate Employees and Theme Park Employees after the Park has closed for the day.



Merchandise and menu items developed through the “I Have an Idea” program (some items are still available)



Five Star cards are awarded to Cast Members for exemplary Guest service

Maintaining a Healthy Work-Life Balance

We have developed a system that helps our employees to maintain a healthy work-life balance so that they are able to lead fulfilling family lives and thus perform better at work, and make every effort to create a corporate culture that furthers this goal.

At Oriental Land Co., Ltd., employees are entitled to take a leave of absence for childcare, regardless of gender, until the day before the child reaches one year of age, and may opt to extend this leave of absence until the child reaches 18 months of age or until April 30, following their child's first birthday, under an independent initiative. Parents returning to work after taking childcare leave are entitled to work shorter hours until their child reaches three years of age, and may apply for a reduction of and/or exemption from overtime work and/or late-night shifts until the child enters elementary school.

We have expanded the eligibility requirements for paid sick leave, and have been offering this benefit to employees who need to take a leave of absence to care for a family member, since fiscal 2009. We have also added "care of a family member who is sick, injured or elderly," and "transportation to and from nursery and/or elementary school and participation in school events" (for parents with children under junior high school age) to our list of reasons for half-day holiday eligibility, and are committed to enhancing support systems for employees who wish to continue working while raising a child or caring for a sick relative.

Employee Health and Safety

We have established an Occupational Health and Safety Committee that is chaired by a senior Human Resources executive manager to oversee the health and safety of our employees.

To reduce the risk of injury and illness to our employees, we use line management to rigorously enforce the PDCA cycle and adopt a top-down approach to risk

assessment. We have also developed a range of bottom-up initiatives that include job-specific health and safety activities, accident prevention campaigns and other educational activities. Our President even undertakes worksite tours to reinforce our employees' commitment to workplace safety.

Regular safety patrols (or “walkthroughs” as they are known by the Group) help to identify and minimize the risk of worker injury due to either equipment or operational procedures, and individual departments are actively encouraged to introduce safety initiatives.

For example, we have produced a video that is shown to new employees as part of their hazard prevention training. This video is designed to help employees anticipate accidents in the operational process by showing them where previous accidents have occurred, and we offer opportunities to share information that will help reduce the risk of injury and illness.

In addition, managers receive training and guidance to help them create productive work environments and enhance the physical and mental wellbeing of their employees. We also use the Trauma History Questionnaire (THQ) to monitor the mental health of all our employees. Our health and safety support systems include a Healthcare Center that is staffed by a resident industrial physician and nurses, and we have external consultation services available to any employees requiring health-related advice or assistance.



Employment Opportunities for the Disabled

We welcome individuals with disabilities to join our team, mainly at our special subsidiary: Maihama Corporation Co., Ltd.

This company offers each and every employee a job that is commensurate with his/her individual capabilities, and we are actively expanding the range of job opportunities available to our disabled employees within the OLC Group. We embrace the equal opportunity principle and have developed facilities and support programs that accommodate the needs of employees with disabilities in order to create a positive, productive and successful work environment for everyone. Moreover, we help people with disabilities to enter the workforce by giving them opportunities to tour our work sites and participate in work experience programs.





Commitment to our Guests

■ Bringing Happiness to Customers and the Community

Happiness and Hospitality

The OLC Group continues to spread happiness through its theme park business.

Disney theme parks provide happiness to our Guests by bringing beloved Disney films to life; through the outstanding quality of the attractions, shows and parades; and by transporting Guests to a magical world that is free from the cares and troubles of everyday life. Families can also have fun together in this safe and clean environment, but it is the hospitality of Cast Members that is an integral part of this experience.

The founder of The Walt Disney Company, Walt Disney once said: “You can dream, create, design and build the most wonderful place in the world, but it takes people to make the dream a reality.” We can build the most wonderful theme park in the world, but that alone will not bring happiness to our Guests.

The hospitality offered by our Cast Members is in the attention to detail and service quality; it involves ascertaining and understanding the expectations of every single Guest, fulfilling those expectations and doing our utmost to provide services that exceed those expectations. The happiness we bring through our theme parks is based in the hospitality offered by our Cast Members; it springs from their desire to bring a smile to the faces of our Guests and to give them a happy experience.



Bringing Happiness to Guests and the Community

“Happiness” is a very important concept that is instilled in each and every one of the Cast Members working at Tokyo Disney Resort. The OLC Group places special emphasis on bringing happiness to Guests and the community in its approach to corporate social responsibility.

Bringing happiness to Guests and the community means fulfilling the expectations of the Guests who visit our theme parks, but it also requires us to pay attention to the social concerns of our customers and to conduct our business in full recognition of the communities in which our customers live and work.

The OLC Group makes every effort to understand and address the social concerns and needs of our customers by providing appropriate access to our facilities and posting signs that show Guests how to stay safe and enjoy their time with us.

We remain committed to bringing happiness to our Guests and the community through business operations that give due consideration to the diversifying values of our customers and by addressing concerns that include increasing interest in environmental issues and other matters related to the community as a whole.



■ Incorporating the Social Perspectives and Needs of Our Customers into Our Business

Our Commitment to Full and Equal Access

The OLC Group is aiming to provide full and equal access at Tokyo Disney Resort, especially at our theme parks and to create an environment in which every Guest is able to fully enjoy their visit.

The Guests visiting the Tokyo Disney Resort include people with permanent disabilities, people whose physical functions have been temporarily weakened by accident or injury, the elderly and expectant mothers. The OLC Group makes every effort to ensure that these Guests have a comfortable and pleasant experience by providing the necessary facilities, support tools and cast support services.

■ Barrier-Free Facilities and Support Tools

The OLC Group has been working to provide a barrier-free environment since Tokyo Disneyland first opened to the public. We have developed a range of facilities and support tools, drawing on the opinions and feedback provided by Guests and groups assisting those who require extra support.

We will continue to make improvements to ensure that our Guests can enjoy our theme parks. We provide information on the barrier-free facilities and services available through Tokyo Disney Resort's official website and informational booklets.



Scale models help us communicate the type of attractions and shape of characters to Guests with visual disabilities

Major barrier-free facilities and support tools available at Tokyo Disney Resort

| Target | Facilities and Support |
|----------------------------------|---|
| Guests using wheelchairs | Attractions that can accommodate wheelchairs, facilities with slopes or elevators, cash registers catering to Guests using wheelchairs, restrooms and drinking fountains designed for Guests using wheelchairs, and acceptance of assistance (service) dogs |
| Guests with visual disabilities | Tactile maps, scale models (of characters and attractions) acceptance of assistance (guide) dogs, audio guide systems, and informational CDs |
| Guests with hearing disabilities | Subtitles, subtitled display systems, sign language performers, information boards, story papers (mainly in theater-related attractions), and acceptance of assistance (hearing) dogs |

■ Support Services Offered by Cast Members

Because we need to offer barrier-free services while maintaining the specially themed, atmosphere of our theme parks, there are limitations to what we can achieve through initiatives that address physical infrastructure alone. The OLC Group thus provides training and education to Cast Members so that they are capable of providing services to assist Guests who have special needs.

■ Deploying Cast Members Who Speak Sign Language

At Tokyo Disney Resort, we offer Japanese sign language classes to enable our Cast Members to communicate with as many of our Guests as possible. We have established an in-house accreditation system to encourage the personal development efforts of our Cast Members and employees through which approximately 100 employees have been accredited to date. Although shift schedules and work details present certain challenges, every effort is made to assign Cast Members with sign language ability when they are needed. Certified employees wear sign language pins on their costumes so that Guests can identify them. Certified employees wear sign language pins on their costumes so that Guests can identify them.



Sign language performers communicate the content of shows through sign language and dance

Aiming to Be the Theme Park that Everyone Can Enjoy

Koichi Noguchi
Barrier-Free Expert*
CS Enhancement Group,
CS Enhancement Department
Oriental Land Co., Ltd.



The Guests visiting the Tokyo Disney Resort include people with permanent disabilities, people whose physical functions have been temporarily weakened by accident or injury, the elderly, and expectant mothers. In order to offer the same quality of service to all our Guests, enhance their experience at our theme parks and entice them to return, the OLC Group is committed to providing equal access throughout Tokyo Disney Resort, but especially in our theme parks.

Clues as to how to create barrier-free access lie in the responses and feedback we receive from our Guests. I make the rounds of Tokyo Disneyland and Tokyo DisneySea on a regular basis in an effort to hear what Guests are saying about their experience and see their reactions first hand. I heard, for example, that the



safety fence surrounding the water at Mediterranean Harbor in Tokyo DisneySea was blocking the view of Guests who use wheelchairs and preventing them from enjoying the show.

Accordingly, we looked into ways of improving the situation while maintaining our priority on safety and made the decision to adopt a moveable fence that can be lowered during shows, thus enabling our Guests using wheelchairs to enjoy an unobstructed view of the performance.

Realizing the goal of equal access for all while ensuring Guest safety and providing a theme park environment that is an escape from reality, without destroying its unique atmosphere is no easy matter, so when a Guest tells us of their happiness in being able to do everything they wanted to just like other Guests, it fills us with unmitigated pleasure and gives us the encouragement we

*A barrier-free expert is an individual who has gained a high degree of specialized knowledge through the accumulation of information and experience on barrier-free issues over the course of many years at Tokyo Disney Resort.

need to continue to pursue our goals.

We cannot achieve this goal through such measures alone, however, and thus commit considerable energy to training Cast Members to provide the necessary support. Many Cast Members show an interest in our sign language and Care-Fitter Level 2 classes, and they participate voluntarily and enthusiastically.

We will continue to make every effort to enhance the experience of all Tokyo Disney Resort Guests while striving for better communication with Guests and Cast Members alike.

Our Commitment to the Well-being of Our Guests

Hundreds of Guests purchase products at our theme parks every day. Confectionery items are particularly popular and we sell a wide range of sweet treats, including chocolates, cookies, baked goods, semi-perishable confectionery and rice crackers.

The well-being of our Guests is important to us and our confectionery products show the total number of calories (kcal) and recommended daily intake information (150 kcal for snacks like potato chips, 200 kcal for sweets) to raise Guest awareness of the importance of maintaining a well-balanced diet. We have also added the phrase “Please enjoy this product with everyone,” to encourage Guests to share the pleasure of our confectionery products with family and friends in moderation.



1日の喫食で150kcal以内を推奨します。
みんなで楽しく食べてください。
※基準値については、米国農務省の
食品ピラミッドを参考値としました。

Recommended daily intake: 150 kcal
Please enjoy this product with everyone.
Recommended daily intakes are taken from
the United States Department of Agriculture
Food Pyramid

■ Learning from Guest Feedback

Walt Disney, the founder of The Walt Disney Company, once said: “Disneyland will never be completed. It will continue to grow as long as there is imagination left in the world.” At Tokyo Disney Resort, our aim is to listen to the voices of our Guests so that we may continue to evolve and to offer all our Guests the wonder and magic of the Disney experience.

The comments from the Guests visiting Tokyo Disney Resort offer myriad clues as to how we can make the resort even better. The opinions, requests and compliments relayed directly to Cast Members at the Information Center are shared throughout the Group via our intranet and at routine meetings, and they help us make necessary improvements to our services promptly. We have also established a Guest consulting room at Tokyo Disney Resort in an effort to offer our Guests an open and inviting environment in which to submit their opinions and requests.

Beyond this, we ask Guests to our Parks and Resort for their cooperation with questionnaires and interview surveys as part of ongoing efforts to learn their opinions, requests and evaluation of the services we provide. These comments are analyzed and shared within the organization, and we use them to explore and implement a wide range of measures aimed at improving the safety and quality of our services and facilities.



Accepting Guest comments at our Information Center



Tokyo Disney Resort Guest Relations Center

The OLC Group remains committed to learning from Guest feedback and will continue to make every effort to identify the social concerns and needs of our customers to create further happiness.

A decorative border of small, stylized flowers and leaves curves across the middle of the page, starting from the left and ending on the right. In the center of this border is a circular graphic consisting of several concentric circles in shades of yellow and orange. A single, solid orange flower is positioned at the very center of these concentric circles.

Children are our future

■ Our Community Action Programs

The OLC Group is involved in various community action programs as part of our ongoing efforts to be a good corporate citizen. Our mission as a group is to offer magical dreams, moving experiences, delight and contentment, and our community action programs focus on the “heart.” Support for the well being of children and families is deeply rooted in our business and we put particular emphasis on programs that support positive childhood development, since children are the future. In fiscal 2008, we developed a Policy on Community Action Programs to clarify our position in this area. Our support for the development of children involves providing entertaining educational experiences that draw on our strengths as a Group.

OLC Group Policy on Community Action Programs (established August 2008)

The OLC Group seeks to engage in community action programs that focus on the positive development of children — our hope for the future — as a means of creating healthy and happy families, regions and communities.

○Programs fostering the positive development of children

The OLC Group will support programs that “nurture the heart” with the aim of developing childrens’ intellectual curiosity and consideration for others.

○Programs that support children

The OLC Group will support programs that provide assistance to children who have been placed at a disadvantage for various reasons.



■ Providing Entertaining Educational Experiences

The OLC Group hosts activities at kindergartens, nursery schools and at events organized by public institutions that promote creativity in children.

The “Imaginative Storybook” caravan program that we host at kindergartens and nursery schools is designed to stimulate the sensitivities and imaginations of children through rhythmical and physical games that focus on developing expressions and use picture books as their motif. This program was initiated in fiscal 2007 and we have hosted over 100 events to date.

We are also working in collaboration with government ministries and agencies and other public institutions, to provide entertaining educational experiences that communicate the themes of various events in a straightforward and easy to understand manner. In fiscal 2008 and 2009, we participated in a national campaign organized by the Cabinet Office to forge bonds between families and the community, hosting shows that emphasized family ties and craft activities that offered families the opportunity to have fun together. We have also actively participated in a range of public events, including the Ministry of the Environment’s “Ecolife Fair 2009,” the Ministry of Foreign Affairs’ “Global Festa Japan 2009,” and the “Water and Sanitation Exhibition,” an event we co-hosted in collaboration with the Japan International Cooperation Agency (JICA).



Our “Imaginative Storybook” and craft-making events provide entertaining educational experiences that nurture children’s hearts



■ Connecting with Local Communities

The OLC Group lends its support to various events held in the city of Urayasu, where Tokyo Disney Resort is located. We were involved in the opening ceremony for the Tokyo Bay Urayasu City Marathon and offered free movie screenings at the Urayasu Citizens' Festival. Since fiscal 2001, we have been offering Tokyo Disneyland as the venue for Urayasu's official Coming of Age Day ceremony, a traditional ceremony that is held for 20-year-olds. In addition, since fiscal 2007, OLC Group employees have been volunteering their time to help with clean-up activities following the annual Urayasu City Fireworks Display.

In fiscal 2005, the OLC Group donated the "Ura La Mer" youth center to the Urayasu Municipal Government. The center is widely used by the citizens of Urayasu for extra-curricular school activities, sports training camps, citizens' group activities and exchange programs organized by youth groups.

As part of our support for the children's development in the local community, the OLC Group is actively involved in work experience study programs and hosting classes in schools. The Group's work experience study program, "We Make Happiness," gives local junior high school children the opportunity to gain firsthand experience of the various tasks that take place behind the scenes at Tokyo Disney Resort, and to learn that all jobs are connected to the happiness of our Guests. In addition, since fiscal 2007, we have been hosting classes in local junior high schools that are designed to communicate the Disney principles of "kindness as hospitality" and the "importance of and pleasure to be gained from work" as part of career education programs that encourage children to think about working and their careers.



Local junior high school children get firsthand experience of housekeeping and landscaping work

■ Delivering the Theme Park Dream

The OLC Group has been working to deliver the Disney dream to people who are unable to visit Tokyo Disney Resort as an ongoing commitment since Tokyo Disneyland opened to the public in 1983. We dispatch the Tokyo Disney Resort Ambassador and Disney characters to facilities throughout the country, including pediatrics wards, facilities for the disabled, special needs schools and nursing homes. In fiscal 2009, Disney characters and the Ambassador visited a total of 45 facilities.

The Music Festival Program at Tokyo Disneyland and Tokyo DisneySea provides an opportunity for children and amateur groups to give live performances at the Parks, which Guests can also enjoy as much as the performers. This program for musical performances was dreamed up by Walt Disney and was initially launched at Disneyland in California. Participants perform as Tokyo Disney Resort “Cast Members,” giving them the opportunity to experience the joy of realizing the magical dream of providing entertainment at a Disney theme park and to learn about the spirit of hospitality that is so valued by the OLC Group.



A Tokyo Disney Resort Ambassador and Mickey Mouse deliver smiles on a visit to a facility for the disabled

Delivering the Tokyo Disney Resort Dream

Makiko Okamoto

Tokyo Disney Resort Ambassador 2009



The Disney Ambassador program was first created at Disneyland, California in 1965 to send selected Cast Members to participate in public events, represent and promote Disneyland at lectures, and guide special Guests around the theme parks on behalf of Walt Disney, who was an exceptionally busy man.

At Tokyo Disney Resort, Ambassadors have been representing our Cast since Tokyo Disneyland opened to the public in 1983, participating in public relations and goodwill activities and in welfare work that involves visits to welfare facilities for children and hospitals. In 2009, I spent a year paying visits to welfare facilities throughout the country as a Tokyo Disney Resort Ambassador. The goal of these activities is to give children who have difficulty visiting Tokyo Disney Resort the opportunity to experience the dream world we offer through visits with Mickey Mouse, Minnie Mouse and other Disney characters. My goal was to bring happiness to the people I met by giving them a glimpse of the fun atmosphere at Tokyo Disney Resort.



The appearance of Mickey Mouse and the other characters is greeted with surprise and delight by the Guests and never fails to fill each venue with an atmosphere of happiness. I love to see the way in which people's faces break into big smiles when Mickey and other Disney characters dance and shake hands or hug all the participants at these events. The families of the people we visit and the staff at the

various facilities express their pleasure at the wonderful smiles and happy expressions we successfully bring out in the residents, which they inform us that they do not see often enough.

The opportunity to witness the pleasure of all the people we visit, gives us lots of energy and courage, too. Tokyo Disney Resort has been the source of my dreams, hopes and aspirations since I was a child. I feel very honored to have been given the opportunity to share this dream with so many people.

A decorative graphic featuring a winding path of small, light green flowers and leaves that curves from the bottom left towards the top right. On the right side of the path, there is a target graphic consisting of several concentric circles in shades of green, with a solid green flower icon at the center.

Caring for the environment

■ Our Policy and Systems for Conservation

Our Environmental Policy

The OLC Group has established an Environmental Policy that sets forth guidelines for action and our philosophy governing the Group's environmental activities. Our Environmental Philosophy affirms our commitment to working in harmony with the environment throughout our business so that we may continue to offer magical dreams and moving experiences to future generations. Our Environmental Action Policy represents our responsibility to adopt environmentally conscious business practices, to observe environmental laws and regulations and hold to the voluntary standards developed by the Group. Our intent is also to make improvements in this area, and to provide opportunities for training and education to our employees.

Our Environmental Policy

Environmental Philosophy

To bring magical dreams and moving experiences to future generations

We seek to work in harmony with the environment in all our business so that we may continue to offer magical dreams, moving experiences, delight and contentment for all time.

OLC Group Environmental Action Policy

1. The OLC Group will make every effort to fight global warming, conserve energy, prevent pollution, promote green purchasing and reduce and recycle its waste in all aspects of its business operations.
2. The OLC Group will comply with all statutory regulations and internal standards related to the environment.
3. The OLC Group will establish, implement and review environmental objectives and targets on a regular basis.
4. The OLC Group will offer education and training to all our employees to ensure that they understand and are capable of acting independently on our environmental policies.

Structures to Promote Environmental Action

The OLC Group has established an Environmental Action Committee to promote the environmental activities of the Group. This committee is chaired by the executive manager of our Corporate Strategy Planning Division and is responsible for planning environmental activities and for setting the company's targets in this area.

The Environmental Action Committee is comprised of six subcommittees*¹. These subcommittees conduct fact-finding surveys and devise strategies for addressing environmental issues. Decisions made by the Environmental Action Committee are conveyed to expert panels*² within each organization of the OLC Group, to facilitate the development of organization-specific initiatives.

*1 The six subcommittees are: the Subcommittee on Global Warming Prevention, the Subcommittee on Energy Management, the Subcommittee on the Environmental Impact of Transportation, the Subcommittee on Waste Management, the Subcommittee on Water Pollution Prevention and the Subcommittee on Chemicals Management.

*2 These expert panels are comprised of directors at Oriental Land Co., Ltd. (head office divisions are represented by a single individual) and representatives from the various OLC Group companies.

Sharing the Legacy of Magical Dreams and Moving Experiences with Future Generations

Hirofumi Konobe
Environmental Action Committee Chairman
General Manager,
Corporate Strategy Planning Division
Oriental Land Co., Ltd.



I assumed my duties as the chairman of the Environmental Action Committee in April 2009 and it is my responsibility to promote the environmental initiatives being undertaken by the OLC Group as a whole. On a personal level, I have long been interested in environmental efforts, getting involved in volunteer landscaping and weeding work on my days off and engaging in other volunteer activities. There is a Native American proverb* that states: “the earth is loaned to you by your children,” and they are words I have taken to heart as I continue to ponder meaningful ways for the Group to tackle environmental issues.

Given the nature of the OLC Group’s business, it is obvious that the company needs to make a serious commitment to conservation and the environment, although I consider the fight against global warming to be an area that requires particular emphasis and one in which we need to strengthen our efforts. Electric power and other energy resources are vital to the running of a theme park and allow us to fulfill mission of bringing happiness to our many Guests. At the same time, interest in reducing CO₂ emissions is a matter of growing concern for our Guests, which means that we must actively step up our efforts to reduce CO₂ emissions and conserve energy while maintaining the quality of service our Guests have come to expect. As the OLC Group Environmental Policy states, I believe that we have a duty to share the legacy of magical dreams and moving experiences with future generations.

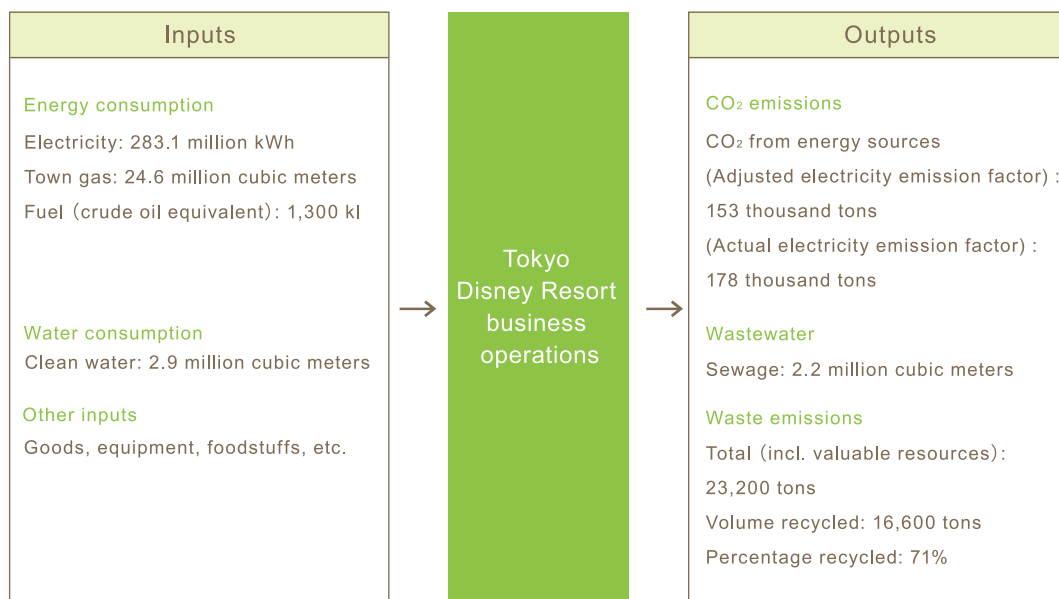
* Treat the Earth well. It was not given to you by your parents; it was loaned to you by your children.
We do not inherit the Earth from our ancestors; we borrow it from our children.

To achieve this goal, it is important that we promote initiatives that go further than simply abiding by the rules and regulations. As set forth in our corporate social responsibility policy, the OLC Group makes a sincere commitment to ensuring that future generations benefit from the Earth's precious environment, and we will continue to do our utmost to reduce our impact on the environment, by adopting environmentally conscious practices throughout our organization.

Environmental Impact Status of Tokyo Disney Resort

The chart below gives a broad indication of the environmental impact of the business operations of Tokyo Disney Resort (Tokyo Disneyland, Tokyo DisneySea, Disney Ambassador Hotel, Tokyo DisneySea Hotel MiraCosta, Tokyo Disneyland Hotel, Ikspiari, *Cirque du Soleil* Theatre Tokyo, Bon Voyage, and the Tokyo Disney Resort Line). Inputs (i.e., external factors that contribute to the environmental impact of our operations) include energy (electricity, town gas and fuel, etc.), water (clean water), various goods, equipment and foodstuffs. Outputs (i.e., emissions resulting from our business activities) include carbon dioxide, wastewater released into the sewage system, and waste (including valuable resources).

Mass Balance on Tokyo Disney Resort Environmental Impacts



(Fuel does not include that used for transportation)

■ Contributing to the Fight against Global Warming

Urgent Action is Needed on Global Warming

The first commitment period pertaining to the Kyoto Protocol commenced in 2008 and the OLC Group, as well as Japan as a whole and other countries throughout the world, now faces the urgent task of reducing its greenhouse gas emissions in order to fight global warming.

According to the provisions of Japan's Law Concerning the Rational Use of Energy and the Act on Promotion of Global Warming Countermeasures, the OLC Group is classified as both a "specified corporation" and a "specified emitter." To this end, Oriental Land Co., Ltd., Milial Resort Hotels Co., Ltd. and IKSPIARI Co., Ltd. are working to promote a range of countermeasures aimed at reducing overall CO₂ emissions and conserving energy throughout the Group.

Emissions Reduction and Energy Conservation

Efforts to reduce our CO₂ emissions are an ongoing concern here at the OLC Group, and we have introduced large-scale heat source equipment at our central energy plant*¹ with the intent of reducing emissions through efficiency.

We have set ourselves the mid-term target of reducing the Group's overall CO₂ emissions, which have increased due to the addition of new facilities, to the fiscal 2007

level (approx. 153,000 tons*²) by 2012, and are working steadily towards this goal.



The central monitoring system
for our central energy plant

Due to the year-round operation of Tokyo Disneyland Hotel and Cirque du Soleil Theatre Tokyo, and the opening of two new attractions (**Monsters, Inc. Ride & Go Seek!** and **Turtle Talk**), the fiscal 2009 CO₂ emissions of the OLC Group amounted to approximately 159,000 tons using the adjusted electricity emissions factor or 184,000 tons using the actual electricity emissions factor.

*¹ The central energy plant is an integrated heat source unit that generates the "heat" for the air-conditioning systems used throughout our theme parks (i.e., on attractions and in restaurants and shops, etc.) at a single location for distribution to the various facilities, thus making it unnecessary to install this equipment for individual buildings.

*² This emissions data refers to the CO₂ emissions from all energy sources. Fuel does not include that used for transportation.

We have introduced an Energy Management System in order to visually check our energy consumption and have begun replacing the lights used in buildings and nighttime parades with LED bulbs, and we will continue to adopt a multi-faceted approach towards our goal of reducing our CO₂ emissions going forward. Moreover, we are promoting the introduction of natural energy and have installed solar panels on the rooftops of some buildings with the goal of producing clean energy equivalent to that used in our nighttime parades.



LED bulbs are used in rim lighting on the Tokyo Disneyland Hotel

Environmentally Friendly Transportation

Tokyo Disney Resort submits an “Environmental Management Plan on Vehicle Use” to the Chiba Prefectural Government in accordance with its environmental preservation ordinance and is working to reduce the environmental impact of transporting of items.

■ Emissions Reductions for Commercial Vehicles and Low-Emission Vehicles

As part of our ongoing fight against global warming, the OLC Group is promoting the use of light vehicles and hybrids with the goal of reducing our CO₂ emissions from commercial vehicles, and is actively encouraging the use of low-emission vehicles targeting reductions in nitrogen oxide and particulate matter emissions.

■ Eco-driving Rules for Guests and Employees

The OLC Group has established the OLC Group Eco-driving Rules on the basis of the guidelines being promoted by the Japanese government in order to educate employees about the benefits of eco-driving. We have also erected signs in theme park parking areas that encourage Guests to stop engine idling, and have asked our vendors to abide by Group rules on eco-driving.



■ Waste Reduction

Minimizing Waste and Increasing Recycling Rates

Tokyo Disneyland and Tokyo DisneySea are visited by more than 25 million Guests annually, and Tokyo Disney Resort generates large volumes of waste every day. The OLC Group promotes disposal mitigation and recycling programs and is making aggressive efforts to reduce our impact on the environment.



Disposal Mitigation Programs

We have installed hand dryers and eliminated paper towels from the majority of restrooms at both Tokyo Disneyland and Tokyo DisneySea as part of ongoing efforts to reduce the volume of paper waste. At Tokyo DisneySea, efforts to reduce the volume of paper and plastic waste were implemented at the design stage, and non-disposable dishes and cutlery is being used at all dining facilities in the theme park.



Park trash cans allow Guests to separate liquids from other waste

Recycling Programs

At Tokyo Disney Resort, waste is separated in accordance to detailed standards in order to recycle as much of our waste as possible.

We recycle a wide range of resources, including cardboard boxes, kitchen waste, plant waste, edible oils, plastic bottles, plastic wrapping materials, other plastic waste, copy paper, newspapers and magazines, paper cups, paper packages, empty cans, empty bottles, metal, wooden chips, and disposable chopsticks. These are sent to specific facilities for recycling.

As a result of these efforts, the fiscal 2009 recycling rate for the entire Tokyo Disney Resort increased from less than 50 percent in 2002, the first full-year of Tokyo DisneySea operation, to 70 percent. We recycle close to 100 percent of all kitchen waste generated at our theme parks.



We remain committed to our goal of reducing waste and promoting recycling and will continue to process the waste we generate in an appropriate manner and enforce the proper separation of different types of waste.

Furthermore, we are promoting the use of recycled materials in some of the costumes worn by our Cast Members and the cleaning materials used in our parks.



Recycled materials are used in some Cast costumes

Our Commitment to Waste Reduction

All OLC Group companies will continue to strive to reach the goal of environmentally friendly waste disposal by maintaining a proper approach to waste management and strengthening communication within the Group.

■ Water Conservation

Water Purification and Recycling

The OLC Group has been purifying wastewater and promoting the use of reclaimed water on a voluntary basis, since Tokyo Disneyland opened to the public in 1983.

The water used at Tokyo Disneyland and Tokyo DisneySea is collected and purified at a water treatment plant owned by the Group. Today, around 60 percent of the water we use is recycled at the Group's water treatment plant and reused for restroom toilets.



Our Water Supply and Drainage Management System

Due to wide-ranging laws governing water supply and drainage*, the OLC Group Water Supply and Drainage Guidelines were established and OLC is developing a system to facilitate the appropriate management of water supply and drainage operations accordingly.

* Japan has various laws and regulations, including the Water Quality Pollution Control Act, the Water Supply Act, the Act on Maintenance of Sanitation in Buildings, and the Sewerage Service Act, which apply to Group companies on the basis of location and business type.

■ Proper Chemicals Management

Adhering to the Spirit of the PRTR System

Under the Pollutant Release and Transfer Register (PRTR) system provided by Japan's Act on Confirmation, etc. of Release Amounts of Specific Chemical Substances in the Environment and Promotion of Improvements to the Management thereof, designated business operators are required to track the emission and transfer* of PRTR substances and to submit detailed reports to the government. Although the reporting requirements of the PRTR system do not apply to the OLC Group, we measure emissions and transfers of PRTR substances at Tokyo Disneyland and Tokyo DisneySea in line with the PRTR system in order to reduce our emissions of these chemical substances.

Most of the PRTR substances used by the OLC Group are contained in paints and cleaning products used at our theme parks.

The use of PRTR substances, including the paints used to recreate buildings from the early 20th century and in various other theme park productions, as well as those used in routine maintenance work, is closely supervised in accordance with material safety data sheets, which provide information on chemical components, properties and handling guidelines, and we strive to control their emission and transfer within appropriate levels.

* Emission and transfer refers to the types and amounts of chemical substances discharged into the environment, and the types and amounts of chemical substances that are transferred off premises.

Targeting Lower Emissions

The OLC Group will continue to conduct fact-finding surveys on the usage, discharge and transfer of PTPR substances and will search for and implement methods of reducing emissions and using alternative paints and other materials.



The use of paints is closely supervised in producing the period backdrops in our theme parks

Editor's Postscript

The OLC Group celebrated its fiftieth anniversary in July 2010. This milestone year also marks the publication of the Group's first corporate social responsibility report.

This report focuses on the corporate social responsibility efforts being made within our core theme park business and sets out to provide our stakeholders with a clear and straightforward explanation of our approach to key corporate social responsibility issues. We hope that sharing this information with you provides a more detailed picture of the Group than we have been able to offer through previous PR reports and financial summaries and that it will promote a better understanding of the way in which we do business.

Since this is our first corporate social responsibility report, we looked to the Global Reporting Initiative (GRI), the commonly accepted guidelines used by companies to report on corporate responsibility issues, for guidance on reporting the wide range of CSR initiatives undertaken to date. We have also organized the various topics together in accordance with the framework included in by the Group's Corporate Social Responsibility Policy, which was established in February 2010, to provide insight into the specific characteristics and long-term direction of our work in this area.

As there is always room for improvement, we intend to listen to the opinions of our stakeholders and earnestly pursue CSR activities that represent the OLC Group. We are enthusiastic about making our corporate social responsibility efforts even more effective and we intend to publish a fuller and more detailed report.

CSR Promotion Group, Corporate Strategy Planning Division
Oriental Land Co., Ltd.

