

# For Immediate Release

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## Walt Disney Internet Group Acquires iParenting Media

### *Acquisition grows portfolio of high-quality, family targeted Web properties*

**New York, NY December 4, 2007** – The Walt Disney Internet Group has acquired iParenting Media, operator of one of the Internet’s most popular communities for parents and parents-to-be at [www.iParenting.com](http://www.iParenting.com). In a move that adds to its already strong line-up of family-targeted web properties within Disney Online, including Disney Family.com, FamilyFun.com and Wondertime.com, The Walt Disney Internet Group gains iParenting’s vast resources, quality content and vibrant community that serve families, young parents and parents-to-be in English and Spanish. iParenting’s content and services will be integrated into Disney’s network of family targeted sites. Terms of the transaction were not disclosed.

The Jordan, Edmiston Group, Inc. (JEGI), the New York-based provider of independent investment banking services for the media and information industries, represented iParenting Media in this transaction and acted as its exclusive financial advisor.

iParenting’s portfolio features a wide array of professional and user-generated content, including thousands of articles and expert Q&A’s and hundreds of community message boards. Additionally, the network includes the highly-regarded iParenting Media Awards ([www.iParentingMediaAwards.com](http://www.iParentingMediaAwards.com)), the only certified product review and awards program in the industry. The iParenting Media Awards recognize the best products in the children’s media and juvenile product industries. Disney will continue the awards program as an impartial resource for parents and consumers. Disney Online plans to integrate all members of the Evanston-based iParenting team.

“iParenting has built a strong, trusted reputation among parents, and we feel the site is a perfect complement to our overall portfolio of family-targeted, online brands,” said Paul Yanover, Managing Director of Disney Online. “This acquisition builds on the successful launch of Disney Family.com earlier this year, and the ongoing success of FamilyFun.com and Wondertime.com, by broadening our content for parents to include information about pre-natal and new baby care. We’re excited to welcome such a talented group to Disney Online.”

“Disney is one of the most trusted brands for parents, and we believe this will be a great fit for iParenting,” said Alvin All and Elisa Ast All, co-founders of iParenting Media. “iParenting will be able to bring its core strengths and see them leveraged across the Disney Family network of sites. Together, we will provide many more parents and parents-to-be with much-needed information and inspiration along their parenting journey.”

### **About Disney Online**

Disney Online, a division of the Walt Disney Internet Group, offers a portfolio of parenting sites including the award-winning Disney Family.com ([www.family.com](http://www.family.com)), FamilyFun.com ([www.familyfun.com](http://www.familyfun.com)) and Wondertime.com ([www.wondertime.com](http://www.wondertime.com)). Disney Family.com is designed to present information on a variety of topics important to today’s families in a manner that is compelling, comprehensive, entertaining and, most importantly, unbiased. FamilyFun.com serves parents with kids ages 3-12 with easy-to-do ideas for family oriented activities. Wondertime.com celebrates the joys



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of parenting, serving parents with kids 6 years old and under. Additionally, Disney Online produces the number one kids' entertainment and family community destination on the web, Disney.com.

### **About iParenting Media**

iParenting Media operates one of the Internet's most popular communities for parents and parents-to-be at [www.iParenting.com](http://www.iParenting.com). Founded in 1996 by Alvin All and Elisa Ast All while expecting their first child, the company grew from a single pregnancy site, [www.PregnancyToday.com](http://www.PregnancyToday.com), to an award-winning network of more than 40 sites, in English and Spanish, from preconception through raising teenagers and beyond. iParenting's Editor-in-Chief, Elisa Ast All, MSJ, writes a monthly newspaper column and co-hosts a Chicago-based radio show, Points on Parenting.

### **About JEGI**

The Jordan, Edmiston Group, Inc. (JEGI) of New York, NY ([www.jegi.com](http://www.jegi.com)) is a leading provider of independent investment banking services for the media and information industries. As a leading M&A advisor to media and information companies, JEGI has closed numerous high-profile transactions for: global media and information companies; entrepreneurial owners; and private equity and venture capital funds. JEGI has established an impeccable reputation in the marketplace, which reflects its superior performance on behalf of its clients. The firm's executive team of investment bankers has over 200 years of combined experience across the media and information market sectors that JEGI serves.

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