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DISNEY AND SWAROVSKI TO LAUNCH ALICE IN WONDERLAND-INSPIRED JEWELLERY COLLECTION

ALL NEW COLLECTION AVAILABLE EXCLUSIVELY AT SWAROVSKI BOUTIQUES GLOBALLY IN MARCH 2010

In celebration of the highly anticipated Walt Disney Pictures film *Alice In Wonderland*, Disney Consumer Products and Swarovski, the world's largest producer of cut crystal, are launching an all new collection of jewellery pieces. Consumers will be taken inside the world of "Underland" to commune with the unexpectedly mad and caring characters in the latest film by Tim Burton. Capturing the spirit of each character in the film, the line features a host of vintage and gothic details inspired by the outlandish personalities found down the rabbit hole, and demonstrate the attention to detail in products that are the result of the long collaboration between Disney and Swarovski.

With notions of time and space that stretch and become distorted, where absurdity abounds in a strange and unfamiliar world in which realities and dreams are undistinguishable, the collection features many of the most imaginative characters from this classic story of mischief and wonder.

The signature piece in the collection is the "Sparrow" pendant, inspired by the pendant worn by Alice (Mia Wasikowska), in the film. The pendant features a fine chain with round, rose-gold-plated links and a magnificent Smoked Topaz cut crystal with the silhouette of a small swallow at its centre. The piece is understated and combines feminine shaping and vintage styling with its golden and smoked tones.

"The Red Queen", (Helena Bonham Carter), is characterised by the powerfully timeless symbol of the red heart, and is the inspiration for a series of pieces in the collection. Enchantingly sophisticated, the Red Queen-themed pendant and ring feature a heart inside a heart cut-out, and are both made of miniature red crystals, applied using Swarovski's exclusive Pointiage™ technique. The playing card surroundings of the Red Queen throughout the film serve as inspiration for a pendant, earrings and a ring.



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Produced in epoxy set with miniature black or red crystals, each of the symbols hangs delicately, and they are all held in place by fine ruthenium chains. The ring has a dual role to play, as the red heart and jet-black spade can be worn either together or independently.

Taking inspiration from the "Mad Hatter" (Johnny Depp), Swarovski has designed a necklace and bracelet that match his eccentric wardrobe style. Brightly coloured spools of yarn come in blue, green, rose and white epoxy with clear crystal, with a vintage twist through the use of a ruthenium-plated chain. A pair of scissors hangs from the bottom of the necklace with miniature clear crystals, suggesting the brooding side of his nature.

The inimitable "Cheshire Cat" (voice of Stephen Fry) can be both calm and charming with his large eyes and wide grin. Producing a pendant in homage to the cat called for particularly precise craftsmanship, with miniature multicoloured crystals applied using the Pointiage™ technique on blue and black epoxy. The result is spectacular: the mysteriously grinning cat is suspended on a ruthenium chain and comes to life in an almost ethereal way, much like he does in the film.

The breathtaking settings of *Alice in Wonderland* play a crucial role in the film. As such, Swarovski has created a line of jewellery pieces in tribute to the "Flower Garden." A magnificent figurative necklace is decorated with a selection of multicoloured flowers, each incredibly expressive due to a number of techniques exclusive to Swarovski. Produced by hand, each detail shows Swarovski's expertise and craftsmanship, with epoxy, resin, pavé and Pointiage™ crystals bringing the flowers to life. The theme is completed with a pair of earrings, a pendant and a ring. The key, which represents entry into or exit out of "Underland," is interpreted in black diamond crystal pavé and suspended on a bicolour double chain.

Swarovski has created additional captivating pendants full of humour and light heartedness inspired by the film. The "White Rabbit" (voice of Alan Rickman), a character who is always running late, is depicted in the collection through a playful rabbit's head, a trumpet and a white epoxy pocket watch, all three of which feature crystal pavé.



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Three other pendants make reference to the famous tea party scene, the first with a teapot and cup, the second featuring a cake and spoon and the third featuring a donut complete with candy sprinkles. All of these elements feature white or beige epoxy, and pink, clear or Golden Shadow crystals.

In the same spirit as director Tim Burton, who has scrupulously followed the original story of "Alice in Wonderland", Swarovski has created a jewellery collection that conveys the timeless tale in gothic, vintage, radiant and eccentric style. Each creation exhibits the expertise and experience of the company, and ensures dreams come true for young and old alike.

PRODUCT DESCRIPTIONS

1 – SPARROW pendant

Identical replica of the pendant worn by Alice in the film, featuring a faceted Smoked Topaz crystal with a swallow at its centre, suspended on a rose-gold-plated chain in vintage style.

2 – RED QUEEN heart pendant

Pendant with cut-out heart in Dark Siam crystals applied using the Pointiage™ technique on a red epoxy and ruthenium-plated setting, ruthenium-plated chain.

RED QUEEN heart ring

Matching ring with cut-out heart in Dark Siam crystals set using Pointiage™, on ruthenium-plated ring.

RED QUEEN card pendant

Pendant made up of heart and diamond symbols in Dark Siam crystal Pointiage™ on red epoxy. Club and spade in Jet Hematite crystal Pointiage™ on black epoxy, held on a ruthenium-plated chain.

RED QUEEN card earrings

Pendant earrings with Jet Hematite crystal clubs and Dark Siam crystal Pointiage™ hearts on red epoxy, suspended on ruthenium-plated chains.



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RED QUEEN card ring

Double ruthenium-plated rings, to be worn together or separately, one featuring a Dark Siam crystal heart on red epoxy, and the other a Jet Hematite crystal club on black epoxy, both produced using the Pointiage™ technique.

3 – MAD HATTER necklace

Necklace with a pair of scissors and spools of yarn delicately produced using blue, green, pink and white epoxy, Pointiage™ clear crystals, and ruthenium-plated chain and finishings.

MAD HATTER bracelet

Matching bracelet with blue, green, pink and white epoxy spools of yarn covered in Pointiage™ clear crystal, with ruthenium-plated chains and finishings.

4 – CHESHIRE CAT pendant

Cat's head pendant in ruthenium, blue and black epoxy delicately covered in Black Diamond, Indicolite and Light Rose Pointiage™ crystals.

5 – FLOWER GARDEN necklace

Choker made up of a multitude of flowers in Amethyst, Light Amethyst, Chrysolite, Erinite, Light Rose, Powder Almond Pearl, Violet and Vintage Rose crystal, applied using Pointiage™ or pavé on epoxy and resin, with a silk cotton cord and rhodium-plated finishings.

FLOWER GARDEN pendant

Flower-shape pendant with a set Tanzanite crystal, pale green epoxy leaves and Light Amethyst and Violet Pointiage™ crystal petals on a rhodium-plated chain.

FLOWER GARDEN ring

Matching ring with pale green epoxy leaves and Light Amethyst and Violet Pointiage™ crystal petals on a rhodium-plated ring.

FLOWER GARDEN earrings

Pierced earrings with miniature clear pavé crystals and Tanzanite faceted crystals with rhodium-plated settings.



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6 – KEY pendant

Pendant with ruthenium-plated and crystal pavé key on a double ruthenium- and gold-plated chain.

WHITE RABBIT pendant

Pendant with rabbit silhouette, trumpet and pocket watch in white epoxy with pale gold plating and clear crystal and Golden Shadow pavé crystals, pale gold-plated chains.

TEAPOT pendant

Pendant with a teapot in Golden Shadow pavé crystal and cup in white epoxy with pale gold-plated chains.

CUPCAKE pendant

Necklace featuring a pale gold-plated, crystal Pointiage™ spoon and a cake in beige epoxy and Pointiage™ pink and clear crystal.

DONUT pendant

Pendant in the form of a donut in beige epoxy and pink and clear crystals applied using Pointiage™, pale gold-plated chain.

From Walt Disney Pictures and visionary director Tim Burton comes an epic 3D fantasy adventure ALICE IN WONDERLAND, a magical and imaginative twist on some of the most beloved stories of all time. JOHNNY DEPP stars as the Mad Hatter and MIA WASIKOWSKA as 19-year-old Alice, who returns to the whimsical world she first encountered as a young girl, reuniting with her childhood friends: the White Rabbit, Tweedledee and Tweedledum, the Dormouse, the Caterpillar, the Cheshire Cat, and of course, the Mad Hatter. Alice embarks on a fantastical journey to find her true destiny and end the Red Queen's reign of terror. The all-star cast also includes ANNE HATHAWAY, HELENA BONHAM CARTER and CRISPIN GLOVER.

Capturing the wonder of Lewis Carroll's beloved "Alice's Adventures in Wonderland" (1865) and "Through the Looking-Glass" (1871) with stunning, avant-garde visuals and the most charismatic characters in literary history, ALICE IN WONDERLAND comes to the big screen in Disney Digital 3D™ on March 5, 2010.



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About Swarovski

In 1895, Daniel Swarovski I, a Bohemian inventor and visionary, moved to the village of Wattens, Tyrol in Austria, with his newly-invented machine for cutting and polishing crystal jewellery stones. From this beginning that revolutionised the fashion world, Swarovski has grown to be the world's leading producer of precision-cut crystal, for fashion, jewellery and more recently lighting, architecture and interiors. Today, the company, still based in Wattens, family-owned and run by 4th and 5th generation family members, has a global reach, with some 24.800 employees, a presence in over 120 countries and a turnover in 2009 of 2.25 billion Euros. Swarovski comprises two major businesses, one producing and selling loose elements to the industry and the other creating design-driven finished products. Swarovski crystal components, known by their product brand names CRYSTALLIZED™ – Swarovski Elements for fashion and STRASS® Swarovski® Crystal for architecture and light, have become an essential ingredient of international design. Since 1965 the company has also catered to the fine jewellery industry with precision-cut genuine and created gemstones, and from April 2008 has strengthened this relationship by revitalising and renaming the product brand ENLIGHTENED™ – Swarovski Elements. Showing the creativity that lies at the heart of the company, Swarovski's own-brand lines of accessories, jewellery and home décor are sold through more than 1.800 retail outlets in all major fashion capitals. The exclusive Daniel Swarovski accessories collection has meanwhile become the company's couture signature. The Swarovski Crystal Society has close to 350.000 members worldwide, keen collectors of the celebrated crystal figurines. And in Wattens, Swarovski Kristallwelten, the multi-media crystal museum, was opened in 1995, as a celebration of Swarovski's universe of innovation and inspiration. The Swarovski corporation also includes Tyrolit®, manufacturing grinding tools, Swareflex, for road safety reflectors, and Swarovski Optik, producing precision optical instruments.

About Disney Consumer Products

Disney Consumer Products and affiliates (DCP) is the business segment of The Walt Disney Company (NYSE: DIS) that extends the Disney brand to merchandise ranging from apparel, toys, home décor and books and magazines to foods and beverages, stationery, electronics and fine art. This is accomplished through DCP's various lines of business which include: Disney Toys, Disney Apparel, Accessories & Footwear, Disney Food, Health & Beauty, Disney Home and Disney Stationery. Other businesses involved in Disney's consumer products sales are Disney Publishing Worldwide, the world's largest publisher of children's books and magazines, and www.disneyshopping.com, the company's official shopping portal. The Disney Stores retail chain, which debuted in 1987, is owned and operated by Disney in North America and Europe. The Disney Stores chain in Japan is operated under a license agreement with Disney. For more information, please visit www.disneyconsumerproducts.com; visit the official DCP YouTube channel www.YouTube.com/DisneyLiving or follow us at www.Facebook.com/DisneyLiving and www.Twitter.com/DisneyLiving.