



Internet. Reimagined.

## **CIRCLE MEDIA INC. AND DISNEY INTRODUCE NEW PRODUCT TO HELP FAMILIES MANAGE ONLINE TIME AND ACTIVITIES**

*The Circle with Disney device lets parents manage screen time and filter content for every device in the home while also giving users access to digital entertainment from Disney*

**PORTLAND, Ore., November 4, 2015** – Today, Circle Media Inc. launched *Circle with Disney*, a device that reimagines how families use the Internet.

Managed through a companion iOS app, *Circle with Disney* is a tool that helps parents stay informed about their kids' online activities and limit screen time on every device in the home, including smart phones, tablets, computers, and gaming consoles. *Circle with Disney* pairs with home Wi-Fi and gives parents the ability to filter content, set a bedtime for devices, and even completely pause the Internet. Each user's profile and settings can be completely customized based on age and parents' preferences.

Additionally, through a licensing partnership with Disney, *Circle* also provides families with Disney entertainment that parents trust and children love. *Circle with Disney* will deliver a curated selection of Disney content including videos, blogs, gifs, emojis, music, games, characters and lots more through a unique experience called MyCircle.

"Increasingly, kids are interacting with Disney stories and characters across mobile and online devices, and *Circle with Disney* gives parents the tools to manage those experiences," said Kyle Laughlin, SVP, Disney Consumer Products and Interactive Media Labs. "As the leading producer of kids content, Disney is committed to helping parents find the digital lifestyle that works for their home, and *Circle with Disney* makes that possible."

*Circle with Disney* is available now for \$99 from [meetcircle.com](http://meetcircle.com), and will be available soon from [DisneyStore.com/circle](http://DisneyStore.com/circle). The Circle app can be downloaded for FREE from the [Apple App Store](https://www.apple.com/app-store).

"Our mission with *Circle* is to redefine how families connect with the Internet, and ultimately with each other," said Jelani Memory, founder of Circle Media Inc.

### **Key features of *Circle with Disney* include:**

**TIME LIMITS:** Families can set daily Time Limits on any app or content category they want. With Time Limits, families can customize how much

time their kids spend on each platform and set a total online time for the day.

**FILTER:** Families can set individual filter levels for each family member. *Circle with Disney* has four preset age-levels and allows for further customization by platform, app, website, and content category. Families can choose a filter that matches each user's age and interests, filtering out inappropriate content.

**INSIGHTS:** Families can stay informed about where their kids spend their online time—by platform, category and website. *Circle with Disney* allows families to see a member's total time spent online and the sites visited.

**PAUSE THE INTERNET:** With the press of a button, families can pause the Internet, disabling access to a specific device, individual, or the entire home.

**BEDTIME™:** Families can create a BedTime™ for each family member and their devices. Simply set a sleep time, when the devices will disconnect from the Internet, and an awake time, for the morning when the devices will reconnect.

**GUEST DEVICES:** *Circle with Disney* recognizes when a guest joins the home's Wi-Fi and can apply a family's home settings to visitors' devices.

**BLOCK ADS:** *Circle with Disney* can block ads for any user's devices.

**EVERY DEVICE:** *Circle with Disney* knows every single device connected to a family's network (smart phones, tablets, computers, gaming consoles) and gives families the ability to manage each.

For mobile devices, Circle Media Inc. has created *Circle Go*, a companion subscription that covers all iOS devices when they are outside the home, including use on 4G LTE. *Circle with Disney Go* delivers the same key features of Circle, but now for your family on the go. *Circle Go* will be available in early 2016.

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**About Circle Media Inc:**

Founded in 2014 and with offices in Portland, Ore. and Cypress, CA, Circle Media Inc. exists to develop family-centric products that redefine how we connect. [www.meetcircle.com](http://www.meetcircle.com).

**About Disney Consumer Products and Interactive Media**

Disney Consumer Products and Interactive Media (DCPI) is the business segment of The Walt Disney Company (NYSE:DIS) that brings our Company's stories and characters to life through innovative and engaging physical products and digital experiences across more than 100 categories, from toys and t-shirts,

to apps, books and console games. DCPI comprises two main lines of business: Disney Consumer Products (DCP), and Disney Interactive (DI). The combined segment is home to world class teams of app and game developers, licensing and retail experts, a leading retail business (Disney Store), artists and storytellers, and technologists who inspire imaginations around the world.

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