

Disneyland Resort Announces Kitson Kids Coming to Downtown Disney District

ANAHEIM, Calif. (June 2, 2009) — Disneyland Resort is excited to announce an agreement with Kitson Kids for a new retail store in Downtown Disney. Slated to open in July 2009, it will be the first location in Orange County and the first Kitson Kids outside Los Angeles. Kitson Kids will be located near the entrance to Downtown Disney, adjacent to AMC theaters.

“We are thrilled to welcome Kitson Kids to Downtown Disney,” said Tony Bruno, vice president Disneyland Resort hotels and Downtown Disney. “Kitson Kids offers a hip blend of merchandise that Orange County shoppers will only find here. Kitson Kids is a great fit with Downtown Disney’s eclectic blend of shops, restaurants and entertainment.”

Kitson first opened its doors in 2000 in Los Angeles and shortly after launched Kitson Kids, which quickly became a favorite shopping destination among celebrities, trendsetters and their children. The shop sells designer duds, shoes, toys and books for tots to tweens.

“Kitson is among the most publicized apparel boutiques in the world and a partnership with Disney, one of the greatest companies in the world, is truly incredible,” said Dean Khial, Kitson’s vice president of marketing. “If there is one thing that Kitson knows best, it’s the cool California lifestyle and we plan to continue that in our new Kitson Kids boutique at Downtown Disney.”

A lush garden oasis during the day and an energizing entertainment district at night, Downtown Disney is the high-energy place for Southern California locals. Guests can experience a great variety of shopping, dining and entertainment.

About Disneyland Resort

Located on approximately 500 acres in Anaheim, Calif., Disneyland Resort features two spectacular theme parks – Disneyland (the original Disney theme park) and Disney’s California Adventure park – plus the Downtown Disney District comprised of unique dining, entertainment and shopping experiences. The resort’s three hotels include the luxurious 745-room Disney’s Grand Californian Hotel & Spa, the magical 988-room Disneyland Hotel and the “day-at-the-beach” fun of the 489-room Disney’s Paradise Pier Hotel. With 20,000 employees, Disneyland Resort is Orange County’s largest employer and a \$3.7 billion annual contributor to the local economy. The resort has welcomed more than 550 million guests since opening on July 17, 1955. For detailed information about Disneyland Resort, please visit www.disneyland.com.

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