

Remick Assumes New Post at ESPN Wide World of Sports

ESPN Marketing Veteran to Lead New Business Opportunities

Robyn Remick, a nine-year veteran of ESPN's affiliate marketing and ESPN Audio affiliate relations teams, has been appointed to a newly created position, vice president, business and content development at ESPN Wide World of Sports in Orlando. She will transition into the role over the next several weeks.

Remick will pursue and lead new business initiatives and events at ESPN Wide World of Sports, which is visited by nearly two million amateur athletes, coaches and spectators each year. She will report to Traug Keller, ESPN senior vice president, production, business divisions, who oversees ESPN Audio among other units.

"Robyn's diverse background and track record of success in media, affiliate relations, marketing and fan engagement make her the perfect person to lead our efforts to maximize the potential of the great sports facilities we have at Walt Disney World," said John Wildhack, ESPN executive vice president, production, to whom Keller reports. "Her strategic acumen will lead to opportunities to create events for fans and athletes as well as content that can be utilized across ESPN and The Walt Disney Company assets in the U.S. and overseas."

Remick, who has spent her entire career in cable television and radio affiliate marketing, has served since 2009 as vice president, events and marketing for ESPN Audio. In that role, she and her team focus on audience growth through more than 400 ESPN Radio affiliated stations and digital distribution, fan engagement, collaboration with sports teams and leagues and experiential marketing. She guides the development of authentic promotional activation around live sporting events and tie-ins both domestically and internationally.

Remick has worked in media, sales and marketing for over 30 years, including leadership positions with MTV Networks, Discovery Communications, AT&T and Disney. She joined The Walt Disney Company in 2002 as executive director of affiliate sales, Eastern Region, for the ABC Cable Networks Group. In 2004, she was promoted to vice president, affiliate marketing, for Disney ESPN Media Networks (the two groups merged), overseeing the development and execution of strategic campaigns for video and broadband service providers.

Remick is a graduate of University of Maryland, where she received a bachelor of science degree in 1983.

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