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## **PANDORA Makes the Holiday Season Magical with Launch of Disney Jewelry Collection**

*New Disney-themed jewelry collection now available in PANDORA stores*

**COLUMBIA, MD – October 31, 2014** – Magic is in-store this holiday season, as [PANDORA Jewelry](#) unveils its [Disney collection of original jewelry pieces](#). Created in collaboration with [Disney Consumer Products](#), the beautifully designed assortment inspired by some of Disney’s most beloved characters will be available at PANDORA concept stores, as well as select Walt Disney Parks and Resorts merchandise locations.

The new collection includes sterling silver and 14K gold charms that combine the quality and craftsmanship of PANDORA with the whimsy of Disney designs. Many of the new pieces are inspired by the iconic images of Mickey Mouse and Minnie Mouse, including sterling silver character dangles, which can be added to a PANDORA bracelet or worn on a necklace for a touch of timeless Disney style. Hand-blown Murano glass charms featuring playful Mickey Mouse details and Minnie Mouse’s signature style, add pops of color and pattern to necklaces, bracelets and bangles.

PANDORA introduces several new pavé charms as part of the collection, including Mickey and Minnie dangles, sterling silver character clips and an openwork charm featuring Mickey Mouse’s instantly recognizable silhouette.

“PANDORA’s new Disney collection will excite consumers and give them a new way to inspire others,” said Beth Moeri, chief merchandising officer, PANDORA, Americas. “The new pieces, inspired by classic Disney characters, celebrate those whimsical moments that can make the everyday feel magical.”

“Disney Consumer Products works with best-in-class licensees to develop high quality products and the collaboration with PANDORA is a shining example,” said Josh Silverman, executive vice president of global licensing for Disney Consumer Products. “PANDORA’s beautiful jewelry collection featuring Mickey and Minnie is a great way for consumers to be stylish and on trend while celebrating the characters they know and love.”

The new collection also includes charms that commemorate aspirational elements of the PANDORA and Disney brands, including two-tone “Believe” and “Dream” openwork designs and a sterling silver “Be Magical” heart.

The initial launch of the co-branded collection will include 25 pieces, which will be sold at PANDORA concept stores throughout the U.S., as well as Canada, Mexico, Puerto Rico, Central America and the Caribbean. Pieces from the new collection start at \$40.

To discover the new Disney collection from PANDORA, visit [PANDORA.net](http://PANDORA.net).

### **About PANDORA**

For more than 30 years, PANDORA has been making its mark in the international fine jewelry industry and is world-renowned for its high-quality, hand finished designs made from genuine materials at affordable prices. The collections inspire women to embrace their individuality with romantic and feminine pieces that capture the unforgettable moments of life. The strength of the PANDORA charm bracelet is the detailed design, the high quality and the unique threaded bracelet system (U.S. Pat. No.7,007,507). The affordable luxury collections include customizable charm bracelets, rings, earrings, necklaces and watches made from sterling silver and 14K and 18K gold. Perfect for any occasion, PANDORA jewelry is sold in over 80 countries on six continents in over 10,000 points of sale, including approximately 1,200 PANDORA branded concept stores. To view the PANDORA collection, build a personal piece online or locate a jeweler, please visit [PANDORA.net](http://PANDORA.net). For news and updates, find us on [Facebook](#) or follow us on [Twitter](#).

Founded in 1982 and headquartered in Copenhagen, Denmark, PANDORA employs more than 9,000 people worldwide of whom 7,000 are located in Gemopolis, Thailand, where the company manufactures its jewelry. PANDORA is publicly listed on the NASDAQ OMX Copenhagen stock exchange in Denmark. In 2013, PANDORA's total revenue was DKK 9.0 billion (approximately EUR 1.2 billion). For more information, please visit [www.pandoragroup.com](http://www.pandoragroup.com).

### **About Disney Consumer Products**

Disney Consumer Products (DCP) is the business segment of The Walt Disney Company (NYSE:DIS) that delivers innovative and engaging product experiences across thousands of categories from toys and apparel to books and fine art. As the world's largest licensor, DCP inspires the imaginations of people around the world by bringing the magic of Disney into consumers' homes with products they can enjoy year-round. DCP is comprised of three business units: Licensing, Publishing and Disney Store. The Licensing business is aligned around five strategic brand priorities: Disney Media, Classics & Entertainment, Disney & Pixar Animation Studios, Disney Princess & Disney Fairies, Lucasfilm and Marvel. Disney Publishing Worldwide (DPW) is the world's largest publisher of children's books, magazines, and digital products and also includes an English language learning business, consisting of Disney English learning centers across China and a supplemental learning book program. DPW's growing library of digital products includes best-selling eBook titles and original apps that leverage Disney content in innovative ways. The Disney Store retail chain operates across North America, Europe and Japan with more than 350 stores worldwide and is known for providing consumers with high-quality, unique products. Disney's official shopping portals online are [www.DisneyStore.com](http://www.DisneyStore.com) and [www.DisneyStore.co.uk](http://www.DisneyStore.co.uk). For more information, please visit Disney Consumer Products [www.DisneyConsumerProducts.com](http://www.DisneyConsumerProducts.com) or follow us at [www.YouTube.com/DisneyLiving](http://www.YouTube.com/DisneyLiving), [www.Facebook.com/DisneyLiving](http://www.Facebook.com/DisneyLiving), [www.Twitter.com/DisneyLiving](http://www.Twitter.com/DisneyLiving), [www.Pinterest.com/DisneyLiving](http://www.Pinterest.com/DisneyLiving) and [www.Instagram.com/DisneyLiving](http://www.Instagram.com/DisneyLiving).

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