

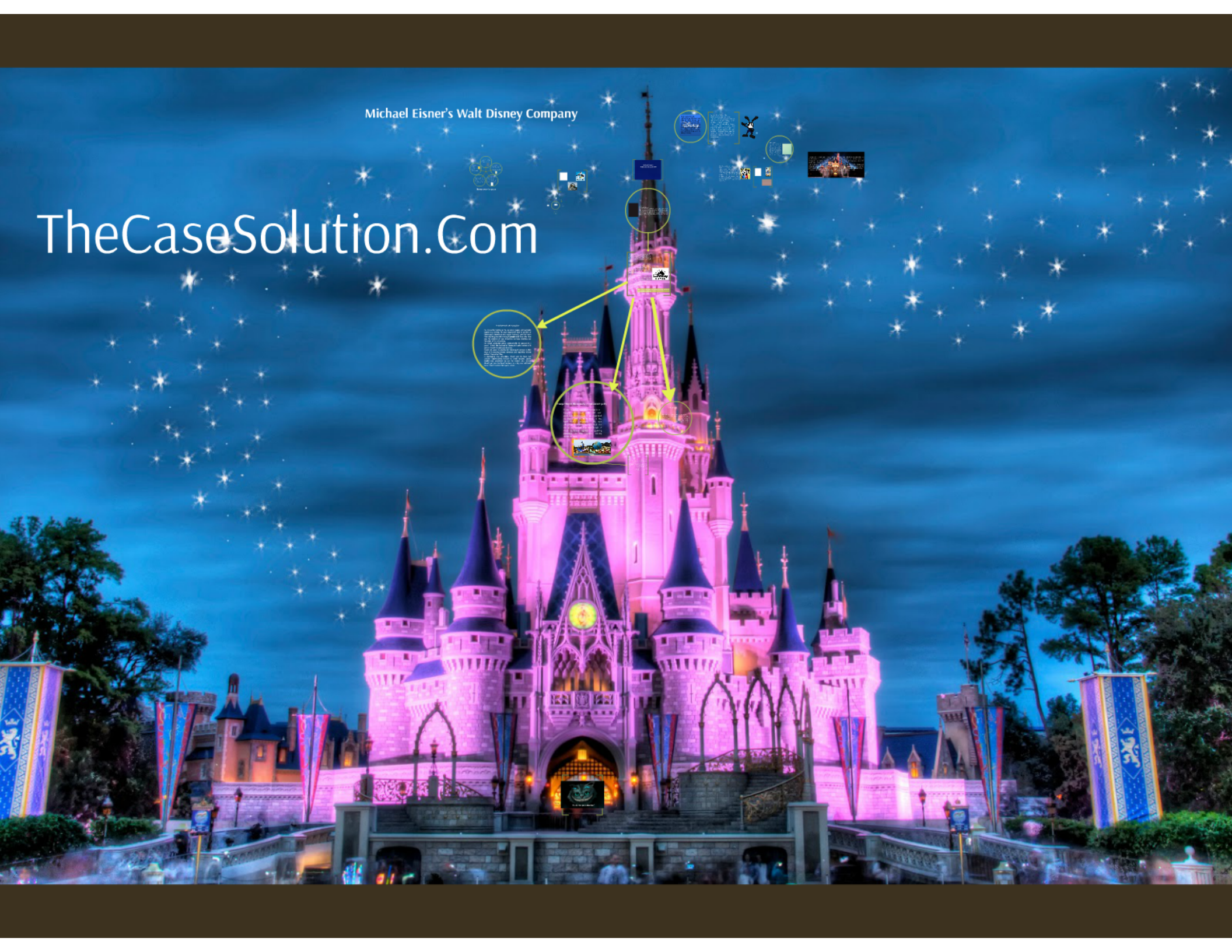
Michael Eisner's Walt Disney Company

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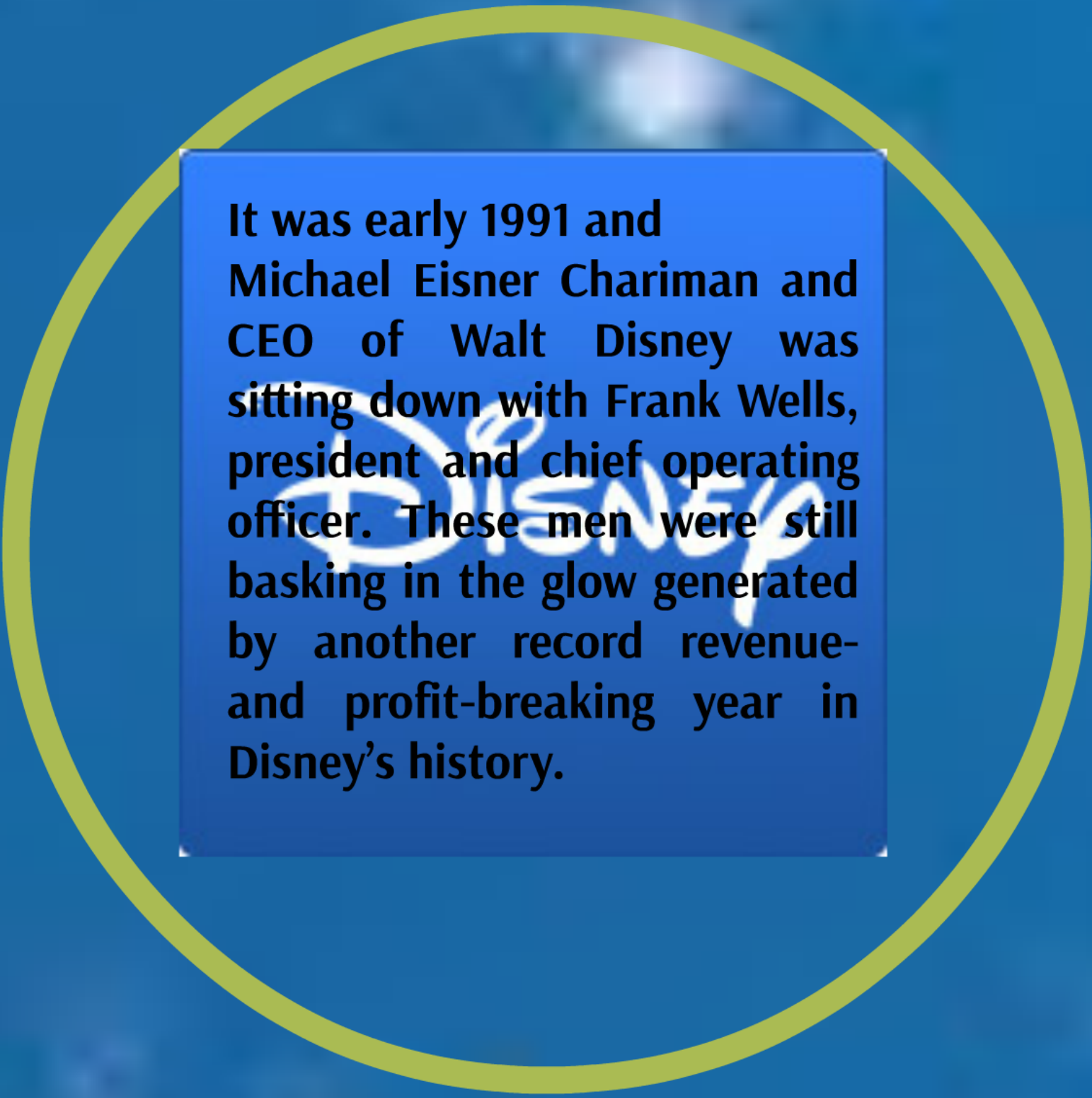
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A night-time photograph of the Cinderella Castle at Walt Disney World, illuminated with warm lights against a dark blue sky with wispy clouds. The castle is reflected in the water in the foreground. The Walt Disney Pictures logo is overlaid on the bottom half of the image.

**Michael Eisner's
WALT DISNEY COMPANY**

WALT DISNEY
PICTURES



It was early 1991 and Michael Eisner Chairman and CEO of Walt Disney was sitting down with Frank Wells, president and chief operating officer. These men were still basking in the glow generated by another record revenue- and profit-breaking year in Disney's history.

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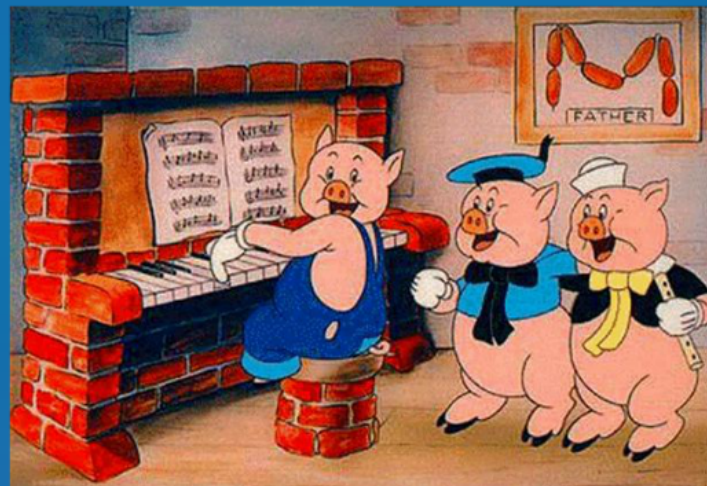
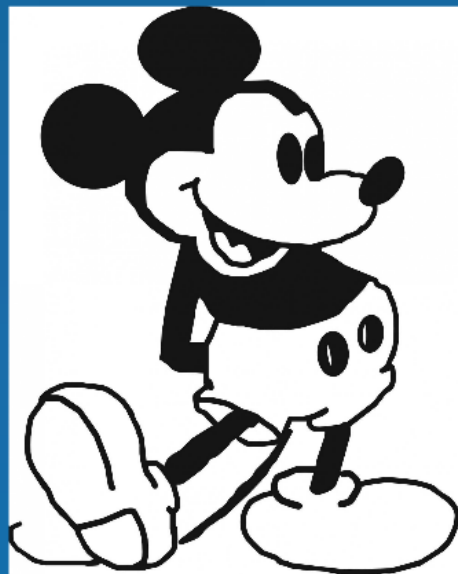
Walt Elias Disney was born in 1901.

Raised on a farm, he early developed an interest in art and drawing, and his ambition was to be a cartoonist.

After a series of early setbacks, Disney had success with a character called Oswald the Rabbit. The carefully drawn cartoons were very popular with movie audiences and provided Disney with the money he needed to expand his operations and to hire additional artists and animators.

With the experience gained from Oswald the Rabbit, Disney set about finding a new character to hang his fortunes to. He created Mickey Mouse which was immensely popular and their success provided Walt Disney with the resources to expand his repertoire of characters so they created cast of characters: Donald Duck, Goofy, and the Three Little Pigs, a cartoon for which Disney won an Oscar.





Disney realized that animation was not the only way of bringing the public's favorite fantasy characters to the screen so they took popular fictional character and turned them into movies and also they take his products to the television screen with Robin Hood, The shaggy dog etc

