FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL										
OMB Number:	3235-0287									
Estimated average burden										
hours per response:	0.5									

5. Relationship of Reporting Person(s) to Issuer

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

1. Name and Address of Reporting Person

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

2. Issuer Name **and** Ticker or Trading Symbol

<u>CIAMPI MARIO</u>						INC [PLCE]									-		10% Ov Other (s		
(Last) 915 SEC	(Last) (First) (Middle) 915 SECAUCUS ROAD					3. Date of Earliest Transaction (Month/Day/Year) 04/18/2006								X Office (give title Office (specify below) President, Disney Store North					
(Street) SECAU(SECAUCUS NJ 07094					4. If Amendment, Date of Original Filed (Month/Day/Year)) Form fi	vidual or Joint/Group Filing (Check Applicable Form filed by One Reporting Person Form filed by More than One Reporting Person				
(0.0)				on-Der	ivativ	e Se	curi	ties Ad	cauirea	d. Di	sposed of	f. or Bei	neficiall	v Owned					
1. Title of Security (Instr. 3)			2. Transaction Date (Month/Day/Y		on 2A. D Exect (Year) if any			3. Transaction Code (Instr.		4. Securities Acquired (A) o		(A) or	5. Amou Securitie Benefici Owned I	nt of es ally Following	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		7. Nature of Indirect Beneficial Ownership		
								Code	v	Amount	(A) or (D)	Price	Transac	Reported Transaction(s) (Instr. 3 and 4)			(Instr. 4)		
Common	Stock, Par	Value \$.10		04/1	3/2006				M		14,400	A	\$23.94	50,0	064 ⁽¹⁾	D			
Common	Common Stock, Par Value \$.10			04/18/2006					М		22,639	A	\$25.62	5 72,	703(1)		D		
Common Stock, Par Value \$.10			04/18/2006					S		37,039	D	\$59.25	35,0	664 ⁽¹⁾		D			
Common Stock, Par Value \$.10				04/1	04/19/2006				M		720	A	\$23.94	36,3	384 ⁽¹⁾		D		
Common Stock, Par Value \$.10 04/19/				9/2006	2006		M		7,395	A	\$20.312	43,779 ⁽¹⁾		D					
Common Stock, Par Value \$.10 04/19/				9/2006	2006		S		8,115	D	\$62.080	35,0	35,664 ⁽¹⁾		D				
			Table II								oosed of, convertib			Owned					
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)		4. Transactior Code (Instr 8)		5. Number of		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amou of Securities Underlying Derivative Securit (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5) Security Following Reporte Transac (Instr. 4)		overshes Ownershes Form: Borect (Dor Indirect) G (I) (Instr.		Beneficial Ownership (Instr. 4)		
					Code	v	(A)	(D)	Date Exercisa	able	Expiration Date	Title	Amount or Number of Shares						
Employee Stock Option (right to buy)	\$23.94	04/18/2006			M			14,400	09/18/20)02 ⁽²⁾	11/01/2011	Common Stock	14,400	\$0	3,600 ⁽	³⁾ D			
Employee Stock Option (right to buy)	\$25.625	04/18/2006			M			22,639	09/18/20)04 ⁽⁴⁾	12/05/2013	Common Stock	22,639	\$0	7,361 ⁽³⁾		D		
Employee Stock Option (right to buy)	\$23.94	04/19/2006			M			720	01/27/2	2006	11/01/2011	Common Stock	720	\$0	2,880 ⁽³⁾		D		
Employee Stock Option (right to	\$20.3125	04/19/2006			M			7,395	07/31/20	004 ⁽⁴⁾	07/11/2010	Common Stock	7,395	\$0	0(3)		D		

Explanation of Responses:

- Does not include any shares underlying options, whether vested or unvested.
- 2. 3,600 options became exercisable on each of September 18, 2002, September 18, 2003, September 18, 2004 and September 18, 2005.
- 3. Only includes those options with the same exercise price and the same date of grant.
- $4.\ 2,\!395\ options\ became\ exercisable\ on\ July\ 31,\ 2004\ and\ 5,\!000\ option\ became\ exercisable\ on\ July\ 31,\ 2005.$
- $5.\ Reflects\ the\ average\ price\ of\ multiple\ transactions\ on\ April\ 19,\ 2006,\ at\ prices\ ranging\ from\ \$62.06\ to\ \$62.15.$

Remarks:

<u>Mario Ciampi (by Steven</u> <u>Balasiano as Attorney-in-Fact)</u>

04/20/2006

** Signature of Reporting Person

Date

- * If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.