



Barbie™ And International Teen Recording Artist Skye Sweetnam Unlock High School Secrets In "The Barbie™ Diaries" DVD

Original Music Rocks with Eight Pop Singles

EL SEGUNDO, Calif. (May 9, 2006) – In this month's direct-to-DVD release of "The Barbie™ Diaries," Barbie™ teams up with Capitol Records recording artist Skye Sweetnam to bring the voice of high schoolers to life with hip, contemporary music in the Barbie® brand's newest entertainment release. Celebrating the first-time ever that Barbie™ is cast in the real world as a high school student, "The Barbie™ Diaries" features eight original songs, including four sung by Sweetnam, a recent nominee for "New Artist of the Year" at the 2006 Canadian Juno Awards. Set to the cool music featuring Sweetnam's voice, and four other up-and-coming bands, Barbie™ portrays a high school student whose "real life" adventures include forming her own band Charmz and auditioning for a gig to play at the Fall Formal.

With seven popular Barbie™ Princess and Fairytopia™ films under her marketing belt, Barbie™ has become an entertainment powerhouse and a family favorite among home DVD collections, collectively selling more than 27 million units worldwide. Featuring a new, distinctive toon-shaded CGI animated look, "The Barbie™ Diaries" release is supported with a full line of themed dolls and electronic toys.

"With the success of Barbie® Entertainment to-date, we anticipate 'The Barbie™ Diaries' to be a hit among girls who have grown up with Barbie™ movies and love music," said Richard Dickson, senior vice president of marketing, media and entertainment. "We knew the music had to be fresh and Skye's original sound and blend of rock, pop and electronica celebrates the spunk and spirit that Barbie™ reflects as a teenager."

The combination of contemporary music with the "diary" theme will hit close to the hearts and minds of young girls everywhere. A recent Omnibus survey found that:

- 74 percent of girls have kept a diary at some point in their lives
- The top five "for-my-eyes-only" topics included thoughts about friends, family, secrets, boys, and creative musings (poems, stories, sketches), respectively
- Brothers and sisters ranked highest (nearly 20 percent each) in breaching diary security by reading without permission
- But overall, girls are rather trusting, as more than a third (37 percent) do not bother to hide their diaries

"Just like Barbie™ my diary was where I could write down all my secrets, fears and dreams," said Skye. "Today, I'm fortunate to be able to share all my thoughts and feelings with girls across the world, through my songwriting. It's so important for girls to have a place where they're free to express themselves."

About Skye Sweetnam

For an artist only 18-years-old, Sweetnam's list of accomplishments is impressive – she co-wrote all the songs (except for one cover) on her debut album, "Noise from the Basement," released in September 2004 by EMI's Capitol Records in the U.S. and debuting at No. 4 on the Billboard Heatseekers Chart. She was later named one of the "10 Artists to Watch" by Rolling Stone. In 2004, Skye performed in sold-out shows across North America and Europe as the opening act of Britney Spears' Onyx Hotel Tour. Skye also sings the theme songs for both The Disney Channel's hit show "Buzz on Maggie" and The N's "Radio Free Roscoe". More recently, Skye's single "Tangled Up in Me" was featured on "NOW That's What I Call Music! – Vol 18," and Sweetnam was recently nominated for a Canadian 2006 Juno Award in the "New Artist of the Year" category. She has appeared on "The Tonight Show with Jay Leno," ABC Family Channel's #1 rated show, "Switched, and "CNN's "The Music Room." Her second, yet-to-be-titled album releases in summer 2006.

About "The Barbie™ Diaries"

As the new school year begins, Barbie™ is hoping her sophomore year will bring some exciting changes. With a special diary and charm bracelet, Barbie™ finds the courage to try to be herself and learns valuable lessons about friendship, self-confidence and even romance. Girls will get a taste of pop stardom with two DVD bonus features, including Sweetnam's music video and a behind-the-scenes peek of one of her recording sessions. This DVD premiere will be available from Lionsgate on May 9 for a suggested retail price of \$19.98. A giftset featuring the DVD and a special collectible diary will also be available for a suggested retail price of \$24.98. Beginning in March 2006, fans can also listen to "The Barbie™ Diaries" music online on

Radio Barbie™, featuring Skye as the star host, or learn more about her and "The Barbie™ Diaries" on Barbie.com.

About Lionsgate

Lionsgate is the premier independent producer and distributor of motion pictures, television programming, home entertainment, family entertainment and video-on-demand content. Its prestigious and prolific library is a valuable source of stable, recurring revenue and is a foundation for the growth of the Company's core businesses. The Lionsgate brand name is synonymous with original, daring, quality entertainment in markets around the globe.

About Mattel

Mattel, Inc., (NYSE: MAT, www.mattel.com) is the worldwide leader in the design, manufacture and marketing of toys and family products, including Barbie®, the most popular fashion doll ever introduced. The Mattel family is comprised of such best-selling brands as Hot Wheels®, Matchbox®, American Girl® and Tyco® R/C, as well as Fisher-Price brands (www.fisher-price.com), including Little People®, Rescue Heroes®, Power Wheels® and a wide array of entertainment-inspired toy lines. With worldwide headquarters in El Segundo, Calif., Mattel employs more than 25,000 people in 42 countries and sells products in more than 150 nations throughout the world. The Mattel vision is to be the world's premier toy brands -- today and tomorrow.

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