



Mattel and WWE(R) Launch Toy Line Worldwide

Mattel Rings in New Year with New WWE(R) Toy Line Targeted to Both Kids and Collectors

EL SEGUNDO, Calif., Jan 05, 2010 (BUSINESS WIRE) -- World Wrestling Entertainment(R) (NYSE: WWE) and Mattel, Inc. (NASDAQ: MAT) today debut the most comprehensive portfolio of WWE(R) action figures and accessories for fans of all ages on store shelves worldwide. Mattel will manufacture, market and distribute the exclusive line of WWE action figures and accessories. These two leading entertainment brands will bring the thrill of WWE home in a new and fun way to the more than half a billion television households that view WWE programming worldwide. In the U.S. alone, more than 16 million viewers tune in each week to "Monday Night Raw(R)," "Friday Night SmackDown(R)," "ECW(R)" and "WWE Superstars."

The line includes action figures and toys for both kids and collectors. Younger fans will delight in Mattel's first-ever FlexForce (TM) Action Figures, which allow them to recreate the excitement of their favorite WWE Superstar moves. Based on innovative design research, the figures utilize flex-loaded arms and legs to execute the thrilling trademark maneuvers made famous by WWE Superstars such as John Cena(R), CM Punk(R) and Rey Mysterio(R). Other products designed specifically for kids will include Superstar Rings, Championship Belts, Ring Action Megaphone and motion-activated Tough Talkers(TM) that deliver WWE Superstar catch phrases and striking sounds.

"Mattel is excited to bring the iconic WWE entertainment brand to fans worldwide, through an authentic line of products that capture all the drama and excitement that makes the WWE a worldwide phenomenon," said Tim Kilpin, general manager, Mattel Brands' Girls, Boys & Games Division. "WWE has spent the past decade tailoring its live and broadcast entertainment experience to a more mainstream audience. Our goal is to help kids and parents extend the experience even further by safely recreating the action in the home through play with these action figures."

"We are elated to be partnering with an industry leader like Mattel in producing the most authentic and realistic WWE action figures and accessories imaginable for our young fans and collectors," stated Donna Goldsmith, COO, WWE. "This new WWE line is truly reflective of Mattel's extensive research into what kids and collectors want. Mattel's unparalleled expertise with kids is the perfect complement to WWE's commitment to PG, family-friendly entertainment."

Mattel is equally dedicated to creating products that appeal to WWE's enormous collector community, delivering a line that surpasses all previous ones in terms of attention to detail and realism. With all action figures featuring "Superstar Scale," fans can now experience the differences in height and size between WWE Superstars from Rey Mysterio to the Undertaker(R). Mattel's portfolio of action figures also features an Elite Collection designed with precise detail. This extensive line also comes packed with a collector stand and name card for easy display.

Fans looking to complete their collection will have a chance to purchase new figures each month throughout the year. Basic figure single packs will be released every month, while two-packs and Elite figures will roll out every other month. In addition to the global retail launch, Mattel's line of WWE action figures, Championship Belts, Superstar Rings, Ring Action Megaphones and role playing accessories will be available to purchase at the more than 300 live WWE events held throughout the year.

Leveraging social media channels, Mattel will update fans on never before seen products and offer the opportunity to engage directly with fellow collectors. Visit the [Mattel WWE Facebook fan page](#) for more information.

About WWE, Inc.

World Wrestling Entertainment, Inc., a publicly traded company (NYSE: WWE), is an integrated media organization and recognized leader in global entertainment. The company consists of a portfolio of businesses that create and deliver original content 52 weeks a year to a global audience. WWE is committed to family-friendly, PG content across all of its platforms including television programming, pay-per-view, digital media and publishing. WWE programming is broadcast in more than 145 countries and 30 languages and reaches more than 500 million homes worldwide. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, Chicago, London, Shanghai, Sydney, Tokyo and Toronto. Additional information on World Wrestling Entertainment, Inc. can be found at corporate.wwe.com.

About Mattel, Inc.

Mattel, Inc., (NASDAQ:MAT) (www.mattel.com) is the worldwide leader in the design, manufacture and marketing of toys and

family products. The Mattel family is comprised of such best-selling brands as Barbie(R), the most popular fashion doll ever introduced, Hot Wheels(R), Matchbox(R), American Girl(R) , Radica(R) and Tyco(R) R/C, as well as Fisher-Price(R) brands, including Little People(R), Power Wheels(R) and a wide array of entertainment-inspired toy lines. In 2009, Mattel is recognized among the "100 Best Corporate Citizens," as one of the "World's Most Ethical Companies" and as one of FORTUNE Magazine's "100 Best Companies to Work For." With worldwide headquarters in El Segundo, Calif., Mattel employs approximately 30,000 people in 43 countries and territories and sells products in more than 150 nations. Mattel's vision is to be the world's premier toy brands--today and tomorrow.

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Forward-Looking Statements: This news release contains forward-looking statements pursuant to the safe harbor provisions of the Securities Litigation Reform Act of 1995, which are subject to various risks and uncertainties. These risks and uncertainties include the conditions of the markets for live events, broadcast television, cable television, pay-per-view, Internet, feature films, entertainment, professional sports, and licensed merchandise; acceptance of the Company's brands, media and merchandise within those markets; uncertainties relating to litigation; risks associated with producing live events both domestically and internationally; uncertainties associated with international markets; risks relating to maintaining and renewing key agreements, including television distribution agreements; and other risks and factors set forth from time to time in Company filings with the Securities and Exchange Commission. Actual results could differ materially from those currently expected or anticipated. In addition to these risks and uncertainties, our dividend is based on a number of factors, including our liquidity and historical and projected cash flow, strategic plan, our financial results and condition, contractual and legal restrictions on the payment of dividends and such other factors as our board of directors may consider relevant.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmq.cgi?eid=6130555&lang=en>.

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