



Mattel Named One of the Best Places to Work in Los Angeles for Fourth Consecutive Year

Toy Company Moves Up List to Rank 5th Among Large Employers

EL SEGUNDO, Calif., Aug 04, 2010 (BUSINESS WIRE) -- Mattel, Inc., (NASDAQ:MAT) the world's largest toymaker, today announced it has been named as one of 2010's "Best Places to Work in Los Angeles," ranking 5th among large-sized companies. The complete list will appear in next week's issue of the *Los Angeles Business Journal*. Mattel moves up the list for the fourth consecutive year to rank 5th in 2010.

"To be recognized with this honor is so reflective of Mattel's unique corporate culture and how each and every day our employees are realizing our vision to create the future of play," said Alan Kaye, Senior Vice President of Human Resources. "Since our founding in Los Angeles 65 years ago in a garage workshop, Mattel has grown up to become the world's largest toymaker. We value the many communities all around the world where our employees live, work and play, and are honored that Mattel is being recognized as a top five best employer in our home town of Los Angeles."

About Mattel

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/C(R), as well as Fisher-Price(R) brands, including Little People(R), Power Wheels(R) and a wide array of entertainment-inspired toy lines. In 2010, Mattel was named as one of FORTUNE Magazine's "100 Best Companies to Work For" for the third year in a row, and was ranked among Corporate Responsibility Magazine's "100 Best Corporate Citizens." Mattel also is recognized among the "World's Most Ethical Companies." With worldwide headquarters in El Segundo, Calif., Mattel employs approximately 27,000 people in 43 countries and territories and sells products in more than 150 nations. At Mattel, we are "Creating the Future of Play."

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SOURCE: Mattel, Inc.

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