



Mattel Named to FORTUNE's 2011 "100 Best Companies to Work For" List for Fourth Consecutive Year

Mattel Moves up the List Nine Slots to Rank #69

EL SEGUNDO, Calif.--(BUSINESS WIRE)-- FORTUNE announced today that Mattel (NASDAQ: MAT), the world's largest toy company, has been ranked #69 on the 14th annual "100 Best Companies to Work For" list. This is the fourth consecutive year Mattel has been named to this prestigious list, moving up nine spots in 2011.

"At Mattel, we are creating the future of play, each and every day. We are extremely proud once again to be named as one of the best places to work," said Alan Kaye, senior vice president of human resources at Mattel. "We are honored to have been recognized for the fourth consecutive year, and thank our employees, whose creativity, passion and commitment to play and all things fun keep Mattel among the best year after year."

Mattel offers a world-class work/life environment with competitive salaries and outstanding benefits for employees and their families. Reflecting its focus on families and children, Mattel provides a range of special benefits to its employees, including half-day Fridays, career and professional development, volunteerism and philanthropic opportunities through the Mattel Children's Foundation and Mattel PLAYers volunteer program, new baby welcome gifts, adoption assistance, toy discounts, free tickets to local events, educational assistance and on-site childcare at certain locations.

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To pick the 100 Best Companies to Work For, FORTUNE partners with the Great Place to Work Institute to conduct the most extensive employee survey in corporate America. Three hundred eleven companies participated in this year's survey. Two-thirds of a company's score is based on the results of the Institute's Trust Index survey, which is sent to a random sample of employees from each company. The survey asks questions related to their attitudes about management's credibility, job satisfaction, and camaraderie. The other third of the scoring is based on the company's responses to the Institute's Culture Audit, which includes detailed questions about pay and benefit programs and a series of open-ended questions about hiring practices, internal communications, training, recognition programs and diversity efforts.

The full list and related stories appear in the Feb. 7 issue of FORTUNE, available on newsstands on Monday, Jan. 24, and now at <http://www.Fortune.com/BestCompanies>.

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®, the most popular fashion doll ever introduced, Hot Wheels®, Matchbox®, American Girl®, Radica® and Tyco® R/C, as well as Fisher-Price® brands, including Little People®, Power Wheels® and a wide array of entertainment-inspired toy lines. In 2011, Mattel was named as one of FORTUNE Magazine's "100 Best Companies to Work For" for the fourth year in a row. Mattel also is ranked among Corporate Responsibility Magazine's "100 Best Corporate Citizens" and 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."

To learn more about careers at Mattel, go to: <http://www.mattel.com/careers>

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