



Mattel and Fisher-Price(R) Showcase New, Innovative Toys and Games at New York Toy Fair

World's Leading Toy Company Unveils its 2009 Line of Toys and Games from Brands Kids Love and Parents Trust

EL SEGUNDO, Calif., Feb 11, 2009 (BUSINESS WIRE) -- Kicking off the 2009 American International Toy Fair in New York, Mattel, Inc. (NYSE:MAT) will unveil its exciting 2009 lineup of new toys and games that will let kids customize their play experience, play as a group with friends and family, or get up, get smart and get active - all with incredible play value that parents will appreciate.

As the leading toy manufacturer, Mattel continues to lead the toy industry's biggest toy trends, delivering customizable experiences with toys for today's online generation, while offering multidimensional play experiences to keep kids entertained all year long. Additionally, in 2009, Mattel and Fisher-Price celebrate milestone anniversaries with Barbie(R), celebrating five decades of fashion and fun, and the beloved preschool icon, the Little People(R) toy line, celebrate their 50th birthday too.

"As kids' play experiences and platforms continue to evolve, so do we by developing innovative and diverse toys that give kids the fun and excitement they're craving from brands parents know and trust," said Neil Friedman, president, Mattel Brands. "Mattel's hottest toys this year offer a multitude of play experiences with piece-of-mind for parents that their kids will enjoy them time and time again."

PURE MAGIC AND FUN!

No game will get people at a party or game night talking quite like **Mindflex(TM)**. This game literally brings a new dimension to game night as players try and elevate a small ball and navigate an obstacle course with just the power of their mind.

Elmo Tickle Hands put the Tickle Power right into kids' hands. These two furry red Elmo hands fit right on to a child's hands and feature Elmo's signature tickling, along with a new dance to celebrate Sesame Street's 40th birthday.

Matchbox(R) Rocky(TM) the Robot Truck is no ordinary construction vehicle. While boys can still experience all of their favorite loading, hauling and dumping activities with traditional construction play, they also get to interact with Rocky's personality as he sings, dances, tells jokes and even speaks more than 100 different phrases.

Little mommies will be full of pride and joy as their **Little Mommy(TM) Walk & Giggle(TM) Doll** reaches her ultimate milestone this year by taking her very first steps, magically sensing when her hand is held to help her walk, when it's playtime and when she's walking all by herself.

Kids can play out their tool time fantasies with the life-size **Manny's Repair Shop** where they can work on 20 great projects with the help of Handy Manny himself and easy-to-follow blueprints.

TrioTM is a unique new building system that was created and tailored to the needs of a three year old child - filling a gap in the building aisle - and grows with a child's imagination. The new building system includes bricks, sticks and panels which easily snap together, allowing children as young as three to get to play fast and build big - quick.

CUSTOMIZABLE PLAY EXPERIENCES

Mattel and Fisher-Price know that kids of this generation have grown to expect personalization, creativity and self-expression from their play experiences. The online world has given consumers the ability to customize content and as a result, it becomes more important to present kids with unique play experiences that allow them to express themselves, while also engaging and inspiring them.

Barbie(R) Digital Nail Printer is the first product unveiled as part of the Barbie(R) brand's new "Beautronics" line. Using Barbie(R) logos and provided nail designs, girls can customize their nail art with their favorite photos.

"**Tweenage Dora**" (official name to be announced at Toy Fair): Dora the Explorer is growing up, featuring a whole new look, for girls five and up. Girls will be fascinated with the new "older" Dora and the corresponding online components that empower them to create and download all new looks and experiences for the doll.

Combining social networking and collectible figures, **FAMPS(TM) (Feelings, Attitudes, Moods and Personalities)** allow girls to express themselves in the real world and also connect with their friends through instant messaging, e-mail, e-cards and other fun features.

With **My Toon TV**, kids can turn themselves into a cartoon character and then perform right on the TV with their own funny personalized character. It's fun and easy - just plug the base into the TV, use the built-in camera to take a picture and then choose from one to eleven funny characters.

With **Splatster(TM)** kids will enjoy hours of creative mess-free fun right on the television set. Just plug the base into the TV and use a wireless remote brush to create personalized masterpieces on the screen. Kids can paint with spaghetti, draw with whipped cream or splat an animated bat - all without getting dirty.

UCreate(TM) is a new line of gadgets that taps into a child's creativity through unique software. With **Ucreate Games**, kids can draw original games that come to life on a computer screen, and **Ucreate Music** lets kids mix music to create their own custom jams.

Finally, with **Xtractaurs(TM)**, boys collect an assortment of dinosaur figures featuring different abilities and extract the dinosaur's "DNA" to their computer where they then create the ultimate hybrid. Once created, boys can take their new ferocious dinosaur into battle in a series of arcade-style and online games.

TOYS UNDER \$25 WITH HIGH PLAY VALUE

Mattel debuts several products that offer the play value parents want and the excitement that kids crave. Ranging from simple to sophisticated, these new toys will continue to engage kids' imaginations through a variety of play experiences throughout the year.

Barbie(R) Bye Bye Bad Hair(TM) Detangler Kit is the ultimate tool for endless beauty play. For the first time ever, girls are able to smooth out their Barbie(R)'s tangles with a specially-formulated Barbie(R) hair detangling spray and brush.

Barbie(R) FAB Girl Doll (name subject to change) is an intern by day and fashionista by night - offering multiple looks for multiple occasions, with four completely different styles. Girls will also be provided with an exclusive code on BarbieSpace.com to unlock Barbie's profile page online.

Take a trip back in time with the **Little People 50th Birthday Play 'n Go Farm playset**, which has been designed to reflect the classic look of the original Play Family Farm first introduced in 1968, complete with retro-style figures!

Housed in a nostalgic, collectible take-along tin with a handle and open/close top, **Little People 50th Birthday Play 'n Go School** is designed to resemble the original Little People School House first introduced in 1971. The playset includes retro-styled teacher and pupil figures, and more!

Hot Wheels(R) Battle Force 5(TM), based on a new animated series debuting on Cartoon Network this fall, is a new line of action figures, vehicles and playsets that lets boys recreate all the speed, power and performance of the show.

This year, Polly Pocket gives girls the opportunity to build and expand a unique playset, **Polly Pocket(TM) Designables(TM)**, featuring all things girls love about malls. With six different Designables Mall Shops that connect to the Designables Courtyard, it's the ultimate shopping experience waiting to be built.

ACTIVE PLAY IN A KID'S DAY

Parents continue to look for ways to keep their children active and engaged with toys that make getting active easy - and fun. This year, Mattel and Fisher-Price are launching a full range of products that inspire kids to Get Up. Get Smart. Get Going(TM).

The **3-in-1 Smart Sports(TM)** has a preschool-styled game controller that connects directly to the TV and includes a baseball bat, tennis racket and golf club that launches children into active learning games for each sport.

Smart Fit Park(TM) is a plug & play learning mat that encourages children to stay physically active while they learn. Kids can walk, run, jump and stomp alongside customizable on-screen characters as they learn letters, numbers, shapes, colors and more.

PLAY DATES FOR KIDS OF ALL AGES

With today's challenged economy, families are embracing time together at home with family and friends playing games as an affordable entertainment option. From hosting kids' play dates to dinner parties at home, Mattel provides a variety of fun options for kids of all ages.

Moms will love the fun and educational elements of **UNO Moo!(TM)**, as preschoolers learn to match colors and animals and return them to their barn as part of this simplified version of America's favorite card game, UNO(R).

Saucer Scramble(TM) keeps kids on their toes and introduces basic eye-hand coordination skills for preschoolers, as they use small nets while running to catch as many flying disks as they can.

Classic games are making a comeback, and **Electronic Toss Across(R)** is a new twist on an old favorite!

Award-winning games **Blokus(R)** and **Apples-to-Apples(R)** will get any party started with lots of fun, laughter and friendly competition!

About Mattel, Inc.

Mattel, Inc., (NYSE: 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. Mattel is recognized as one of 2009's "100 Best Companies to Work For" by FORTUNE Magazine. 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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