



American Girl's Kit® Makes Her Big Screen Debut in a New Feature Film Coming to Theaters Nationwide on July 2

—New Ruthie™ Doll, Kit's Best Friend, Joins American Girl's Historical Line

Middleton, WI — May 9, 2008: This summer, Kit Kittredge®, American Girl's popular 1930s-era character, comes to life in the company's first full-length feature film, *Kit Kittredge: An American Girl*. Starring Oscar® nominee **Abigail Breslin** (*Little Miss Sunshine*, *Nim's Island*) as Kit, the new film (based on the bestselling Kit book series) arrives in theaters nationwide on **July 2, 2008**. To celebrate the film's premiere, American Girl has created an array of Kit movie-related products for girls 8 and up, including an 18-inch Ruthie doll, Kit's best friend and the newest doll to join the company's popular historical line.

Since her introduction in 2000, Kit—a clever, resourceful girl growing up in Cincinnati, Ohio, in 1934—has won the hearts of millions of girls for her spirit, compassion, and determination as she and her family struggle against the financial and emotional hardships of the Great Depression. *Kit Kittredge: An American Girl* shows Kit coping with financial insecurity, missing her father while he is away looking for work, and having to help her mother care for their newly-acquired boarders, but it's her concern for friends and neighbors—from the high and mighty to the down and out—that outweighs her own worries. And, while the movie doesn't shy away from tensions that arise between friends and family during tough times, it always emphasizes cooperation and community as a way to weather the worst storms.

Joining Abigail Breslin in *Kit Kittredge: An American Girl* is an all-star ensemble cast that includes **Chris O'Donnell** (*Batman & Robin*), **Julia Ormond** (*Legends of the Fall*), **Joan Cusack** (*Working Girl*), and **Stanley Tucci** (*The Devil Wears Prada*). The Kit movie was directed by award-winning filmmaker Patricia Rozema (*Mansfield Park*) from a screenplay by Ann Peacock (*Chronicles of Narnia: The Lion, the Witch and the Wardrobe*).

To help girls create their own special Kit movie moments, American Girl will introduce several new items to the Kit product line this June, including the 18-inch Ruthie doll. The Ruthie doll features long, wavy dark brown hair and gray eyes and comes with the book, *Really Truly Ruthie*, written by renowned American Girl author Valerie Tripp. Other featured items include Kit's Tree House, a fun, doll-sized hideaway that holds both the Kit and Ruthie dolls, along with a selection of historically accurate outfits and accessories designed to give girls today a greater understanding of what life was like growing up during America's Great Depression.

In addition, eager Kit fans can go to KitKittredge.com for a comprehensive, behind-the-scenes look at the upcoming feature film, including the movie trailer and video clips, cast and character bios, a photo gallery, games, crafts, and much more. Girls can also go to americangirl.com/movie to read Kit book excerpts, download posters, and participate in a Kit movie blog where they can post their responses to Kit-related questions posed on the site.

The new Kit movie products will be available on **June 1, 2008**, through the American Girl catalogue, at www.americangirl.com, and at American Girl retail stores in Chicago, New York, Los Angeles, Atlanta, and Dallas. To request a free catalogue, call 1-800-845-0005.

About American Girl

American Girl, Inc., is a wholly owned subsidiary of Mattel, Inc. (NYSE:MAT, www.mattel.com), the world's leading toy company. Since American Girl's inception in 1986, the company has devoted its entire business to celebrating the potential of girls ages 3 to 12. American Girl encourages girls to dream, to grow, to aspire, to create, and to imagine through a wide range of engaging and insightful books, age-appropriate and educational products, and unforgettable experiences. In meeting its mission with a vigilant eye toward quality and service, American Girl has earned the loyal following of millions of girls and the praise and trust of parents and educators. To learn more about American Girl or to request a free catalogue, call **1-800-845-0005** or visit www.americangirl.com.

About Picturehouse

Picturehouse is a theatrical distribution and production company headed by President Bob Berney. Releases include the highly praised *La Vie En Rose*, winner of two Academy Awards - Best Actress for Marion Cotillard and Make Up; *El Cantante*, a music-infused biography of Puerto Rican salsa pioneer Hector Lavoe, starring Jennifer Lopez and Marc Anthony; *Rocket Science*, the first narrative film from Jeffrey Blitz (*Spellbound*); *The King of Kong: A Fistful of Quarters*, Seth Gordon's crowd-pleasing

documentary; *The Orphanage*, produced by Academy Award-nominated director Guillermo del Toro and directed by J.A. Bayona; *Vince Vaughn's Wild West Comedy Show: 30 Days & 30 Nights - Hollywood to the Heartland* in which Vaughn handpicked four up-and-coming comics and lead them on a remarkable comedy tour as creator and emcee; *Run, FatBoy, Run*, a romantic comedy that affirms that true love isn't a sprint, it's a marathon directed by David Schwimmer and starring Simon Pegg, Thandie Newton, and Hank Azaria. Next up for Picturehouse is *Mongol*, directed by Sergei Bodrov, which delves into the dramatic and harrowing early years of Genghis Khan; *Kit Kittredge: An American Girl*, directed by Patricia Rozema and starring Abigail Breslin as Kit, a clever, resourceful ten-year old growing up in Cincinnati in 1934; *Amusement*, directed by John Simpson (*Freeze Frame*), the film is an anthology of seemingly unrelated vignettes shockingly tied together by a common, twisted thread from the past of three former schoolmates; and *The Women*, a film about friends and mothers and daughters, written and directed by Diane English and starring Meg Ryan, Annette Bening, Eva Mendes, Jada Pinkett-Smith, Debra Messing, Bette Midler, Candice Bergin and Cloris Leachman.

The Picturehouse extranet site:

<http://downloads.picturehouse.com/index.php>

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