



Mattel Expands Presence at San Diego Comic-Con

More Special Events, Hot Toys and New Interactive Play Experiences Than Ever Before at Booth #3029, July 22-25

SAN DIEGO, Jul 21, 2010 (BUSINESS WIRE) -- Mattel, Inc. (NASDAQ:MAT) returns to San Diego Comic-Con this year with a broader presence than ever before. Featuring best-in-class entertainment properties as well as classic brands, Mattel's portfolio has something for fans of all ages and genres.

"For us, Comic-Con has transformed into this great phenomenon, and we have increased our offering to give collectors new options and even more ways to enjoy our iconic brands," said Tim Kilpin, General Manager of Mattel Brands. "We look forward to Comic-Con all year long as it gives us the opportunity to connect with our fans, bringing them new toy exclusives and play experiences that celebrate comic culture and our strong heritage within it."

Come join the fun at booth #3029 to see the hottest in comic-inspired toys, a chance to play and win a Loopz(TM) game, the newest rage in electronic memory challenges, and the opportunity to meet some of the biggest names in comic-culture and entertainment.

Super Hot Comic-Con Toys:

Mattel's collector lines are some of the most realistic and highly sought-after toys on the planet and are designed by passionate people who spare no expense when it comes to detail while working with the collector community.

Masters Of The Universe(R)

- Masters of the Universe(R) Mo-Larr vs Skeletor(R) Figures
- Masters of the Universe(R) Orko(R) Figure

DC Comics' 75th anniversary

- **DC Universe Plastic Man** Figure
- **Justice League of America** presents Starro the Conqueror
- Polly Pocket(TM) Dressed for Justice
- Hot Wheels(R) Wonder Woman(TM) Invisible Jet

Stop by for even more from World Wrestling Entertainment(R), Barbie(R), Monster High(TM) and others!

Mattel Fan Panels & Autograph Signings:

Mattel brings fanboys and girls up close and personal with some of the biggest names in pop and comic-culture with a full schedule of events, panels and autograph signings. For the most current schedule of events please visit www.mattycollector.com.

Autograph Signings

- WWE(R) - The Miz(TM) & Eve(TM), John Morrison(TM) & The Bella Twins(TM), Chris Masters(TM) & Melina(TM) and Kane(R)
- Four Horsemen - Jim Preziosi, Eric "Cornboy" Mayse, Eric Treadaway and Chris Dahlberg
- Wild Grinders - Rob Dyrdek
- Robot Chicken - Seth Green and Matthew Senreich

- Masters Of The Universe(R) - Bill Benecke, Brandon Sopinsky, Scott Derman and Ruben Martinez
- Mattel Designer - Frank Varela

Mattel Interactive Fan Panels

Thursday July 22:

- 11:30 AM - 12:30 PM Mattel and WWE(R) - The Ultimate Tag Team. Take a peak behind the curtain of two of the world's top entertainment companies to learn how WWE's exciting storylines come together and get translated into Mattel's all-new action figure toy line! Room 7AB

Friday July 23:

- 11:00 AM - 12:00 PM Mattel and **DC Comics** - A Heroic Partnership. Find out the latest news, sneak peaks and behind-the-scenes scoop on favorite Mattel/DC action figures, including **DC Universe** Classics, **Justice League Unlimited**, Retro Action(TM), Infinite Heroes(TM) and more. Room 24ABC
- 1:00 PM - 2:00 PM Mattel Presents: Mattypalooza 2010 - Masters of the Universe(R) Classics, Ghostbusters(TM) and more! This year's Mattypalooza has all the latest info on sought-after Mattel collector lines, like Masters of the Universe (R) Classics, **DC Universe**, Ghostbusters(TM), and more from MattyCollector.com! Room 24ABC

New Play Experiences:

On the heels of last years Mindflex(TM) unveil, Mattel challenges Comic-Con attendees yet again with its newest game challenge - Loopz(TM)! Incorporating music, motion and memory Loopz(TM) is the interactive game that gets you moving and Comic-Con fanatics will be challenged to match patterns of light and sound motioning their hands through the game's loops as quickly as possible in an attempt to win. Come by booth #3029 for Loopz(TM) contests, challenges and demos as well as experience the debut of Mattel's Loopz(TM) Band! Be sure to follow Loopz(TM) on Twitter, Facebook and Foursquare for info on events and chances to win an exclusive Loopz(TM) Comic-Con cobalt blue edition. Fans can also practice their skills on the go with the new Loopz(TM) iPhone app which is free during Comic-Con only!

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 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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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6367460&lang=en>.

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