



## Mattel Named to Fortune's 2012 "100 Best Companies to Work For" List for Fifth Consecutive Year

EL SEGUNDO, Calif.--(BUSINESS WIRE)-- FORTUNE announced today that Mattel (NASDAQ: MAT), the world's largest toy company, has been ranked #79 on the 15th annual "100 Best Companies to Work For" list. This is the fifth consecutive year Mattel has been named to this prestigious list.

"At Mattel, we are committed to fostering creativity, cultivating talent and developing new and exciting ways to innovate and shape the future of play. We are extremely honored to be named among the 100 Best Companies to Work For," said Alan Kaye, executive vice president and chief human resources officer at Mattel. "We thank all of our employees, whose hard work, dedication and passion for play made it possible for Mattel to rank among the best for the fifth consecutive 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.

Learn more about Mattel at: <http://www.corporate.mattel.com>

### The Methodology:

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; 280 firms participated in this year's survey. More than 246,000 employees at those companies responded to a survey created by the institute, a global research and consulting firm operating in 45 countries around the world. 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 is based on 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, methods of internal communication, training, recognition programs, and diversity efforts.

The full list and related stories appear at <http://money.cnn.com/magazines/fortune/best-companies/2012/snapshots/79.html>

### About Mattel:

As the worldwide leader in play, the [Mattel](#) family comprises such best-selling brands as [Barbie](#)®, the most popular fashion doll ever introduced, [Hot Wheels](#)®, [American Girl](#)® and [Fisher Price](#)® brands, which includes [Little People](#)®, [Power Wheels](#)® and a wide array of entertainment-inspired toy lines. In 2012, Mattel was named one of FORTUNE Magazine's "[100 Best Companies to Work For](#)" for the fifth consecutive year. Mattel also is ranked among Corporate Responsibility Magazine's "[100 Best Corporate Citizens](#)." With worldwide headquarters in El Segundo, Calif., Mattel employs approximately 31,000 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, visit: <http://www.mattel.com/careers>

MAT-CORP

### Mattel

#### News Media

Jules Andres, 310-252-3529

[Jules.Andres@mattel.com](mailto:Jules.Andres@mattel.com)

Source: Mattel

News Provided by Acquire Media