



Mattel, E! Entertainment Television and Badgley Mischka Team Up to Create the First-Ever E! Live from the Red Carpet® By Badgley Mischka Barbie® Doll

Los Angeles, CA - January 23, 2008 - Mattel, E! Entertainment Television and Badgley Mischka have teamed up to create a Barbie® doll that celebrates all the glitz, glamour and fashion of a star-studded red carpet event. The Pink Label™ E! Live From The Red Carpet® by Badgley Mischka Barbie® Doll makes its debut in January 2008.

E!'s Live From the Red Carpet® programming is known worldwide as the preeminent source for all things red carpet, featuring celebrity interviews, news and coverage on the latest fashions from all of entertainment's most beloved award shows. Now acclaimed designers Mark Badgley and James Mischka, who have dressed Hollywood's elite such as Teri Hatcher, Sharon Stone, and Mary-Kate and Ashley Olson have created an original red carpet ensemble just for Barbie® doll that reflects all the glamour and style of the star-studded events that viewers see on E! Attired in a midnight blue evening gown of crepe and chiffon, inset with lace, and accessorized with a golden brooch, bracelet and dangling translucent blue earrings, Barbie® doll will make the "best dressed" list of any red carpet affair.

"Barbie® doll has legions of fans around the globe and we are thrilled to be part of the phenomenon," said Suzanne Kolb, executive vice president, marketing and communications, Comcast Entertainment Group. "Mattel and Badgley Mischka have succeeded in creating a doll that reflects the high-level fashion our viewers see on E!'s Live From The Red Carpet® coverage every year."

"We are excited to join forces with such well-established brands as Mattel and Badgley Mischka," said Stephen Early, senior vice president, integrated marketing, Comcast Entertainment Group. "This partnership unites three powerhouses from the worlds of entertainment, fashion and toys to create a glamorous new Barbie® doll for the Pink Label™ collection."

"Barbie has always been known for being the ultimate 'doll' when it comes to fashion and celebrity and we are so proud to have Barbie 'on the red carpet' just in time for the 2008 award show season," said Elizabeth Grampp, director of Barbie Collector Marketing. "Barbie doll looks fabulous in Badgley Mischka's design and the gown truly captures the spirit of Hollywood glamour."

The Pink Label™ E! Live From The Red Carpet® by Badgley Mischka Barbie® Doll will retail for a suggested price of \$34.95 at Toys R Us stores, E! Online (www.eonline.com), select U.S. dealers, the Barbie® Collector catalog and www.BarbieCollector.com starting January 2008.

About Mattel

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®, 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. Mattel is recognized as one of the 100 Most Trustworthy U.S. Companies by Forbes Magazine and is ranked among the 100 Best Corporate Citizens by CRO Magazine. Committed to ethical manufacturing practices, Mattel marks a 10-year milestone in 2007 for its ever-evolving Global Manufacturing Principles and focus on sustainable business practices. With global headquarters in El Segundo, Calif., Mattel employs more than 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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About Badgley Mischka

Based in New York City, Badgley Mischka is known for its luxury evening wear sold through the most prestigious stores in the world, including Bergdorf Goodman, Neiman Marcus, Saks Fifth Avenue and Nordstrom. The brand has expanded to include: Badgley Mischka Platinum, Sportswear and Daywear collections, handbags, jewelry, sunglasses, swimwear, bridal, home, fragrance, footwear, watches, intimates and belts. Founded in 1988 by designers Mark Badgley and James Mischka, Badgley Mischka has been named one of the "Top 10 American Designers" by Vogue magazine, and has dressed numerous celebrities, including Kate Winslet, Madonna, Halle Berry, Catherine Zeta-Jones, Jennifer Lopez, Sarah Jessica Parker and Ashley Judd.

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About Comcast Entertainment Group

Based in Los Angeles, recently formed Comcast Entertainment Group operates E! Entertainment Television, the 24-hour network with programming dedicated to the world of entertainment, and E! Online; The Style Network, the destination for women 18-49 with a passion for the best in relatable and inspiring lifestyle programming; and G4 offering the last word on gaming, technology, animation, interactivity, and "Internet culture" for the male 18-34 demo. E! is currently available to nearly 92 million cable and direct broadcast satellite subscribers in the United States. In 2006, E! launched the E! Everywhere initiative underscoring the company's dedication to making E! content available on all new media platforms any time and anywhere -- from online to broadband at The Vine @E!Online to wireless to satellite radio to VOD. The Style Network currently counts 58 million cable and satellite subscribers and G4, the #1 podcasted cable network in America, is available in more than 64 million cable and satellite homes nationwide.

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