American Girl® Says Farewell To Kirsten Larson®

Middleton, WI-October 1, 2009: American Girl officially announced plans today to say farewell to Kirsten Larson, one of the company's original historical characters introduced in 1986. Kirsten's complete product collection will soon be removed from American Girl's catalogue, Web site, and retail stores and placed in the American Girl Archives™. Because stories are at the heart of the company's mission to celebrate girls, however, the Kirsten books will still be sold on americangirl.com, at American Girl's retail stores, and at bookstores nationwide.

Kirsten, a brave pioneer girl who settles on the Minnesota prairie with her family in 1854, has captured girls' imaginations with her compelling story of the strength and spirit of the immigrant experience. Countless girls have found a friend in Kirsten while learning about the trials and triumphs of growing up in frontier America, from Kirsten starting at a new school in a strange land to celebrating her family's time-honored traditions on St. Lucia's Day.

Kirsten's departure makes it possible for the company to introduce new characters and product offerings. Even though Kirsten will be moved to the American Girl Archives, she retains her place within American Girl's family of historical characters-nine-year-old heroines who give girls today a glimpse of what life was like growing up during important times in America's past.

The Kirsten products are currently available through the American Girl catalogue, at **www.americangirl.com**, and at American Girl retail stores. To request a free catalogue, call **1-800-845-0005**.

About American Girl
American Girl Brands, LLC, 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**.

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