



American Girl(R) Says Farewell to Felicity Merriman(R)

MIDDLETON, Wis., Sep 01, 2010 (BUSINESS WIRE) -- American Girl officially announced plans today to say farewell to Felicity Merriman, one of the company's treasured historical characters introduced in 1991. Felicity's complete product collection, including her best friend Elizabeth Cole^(TM), will soon be removed from American Girl's catalogue, Web site, and retail stores and placed in the American Girl Archives(TM). Because stories are at the heart of the company's mission to celebrate girls, the Felicity books will still be sold on americangirl.com, at American Girl's retail stores, and at bookstores nationwide.

Felicity, a spirited girl living in Williamsburg, VA, in 1774, has captured girls' imaginations with her compelling story of strength and determination in Colonial America. Countless girls have found a friend in Felicity while learning about the trials and triumphs of growing up at the start of the Revolutionary War, from saving a beautiful horse named Penny to learning how to be a proper gentlewoman.

Felicity's departure makes it possible for the company to introduce new characters and product offerings. Even though Felicity 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 Felicity 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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6412421&lang=en>

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