



CORRECTING and REPLACING Fisher-Price(R) Launches Follow up to Successful Smart Cycle(TM) with Innovative New Infant Product

Laugh & Learn™ Smart Bounce & Spin Pony™ Gallops into Three Billion Dollar Toy Market

EAST AURORA, N.Y., Sep 10, 2008 (BUSINESS WIRE) -- Second graph of release should read: The Laugh & Learn Smart Bounce & Spin Pony is an innovative addition to the infant/preschool category, which continues to be the #1 dollar volume super category within the toy industry, an industry steadily generating \$3 billion at retail each year from 2005-2007, according to the NPD Group/U.S. Consumer Tracking Service (sted The Laugh & Learn Smart Bounce & Spin Pony is an innovative addition to the infant/preschool category, which continues to be the #1 dollar volume super category within the toy industry, an industry steadily generating \$3 billion at retail each year from 2005-2007, according to the NBD Group/U.S. Consumer Tracking Service).

The corrected release reads:

FISHER-PRICE(R) LAUNCHES FOLLOW UP TO SUCCESSFUL SMART CYCLE(TM) WITH INNOVATIVE NEW INFANT PRODUCT

Fisher-Price, Inc., the leading brand of infant and preschool toys in the world and a subsidiary of Mattel, Inc. (NYSE:MAT), takes active play for infants and toddlers to an engaging new level with the introduction of the Laugh & Learn™ Smart Bounce & Spin Pony™ product, launched on the heels of the highly successful Smart Cycle™ Physical Learning Arcade System the company introduced in 2007. Just as the Smart Cycle combined physical play and learning to get preschoolers moving, the new Laugh & Learn Smart Bounce & Spin Pony brings active learning, an increasingly important aspect of play, to infants and toddlers.

The Laugh & Learn Smart Bounce & Spin Pony is an innovative addition to the infant/preschool category, which continues to be the #1 dollar volume super category within the toy industry, an industry steadily generating \$3 billion at retail each year from 2005-2007, according to the NPD Group/U.S. Consumer Tracking Service.

"The Laugh & Learn Smart Bounce & Spin Pony is innovative to the infant toy market in that this play format has not been seen before," said industry expert Jim Silver, Editor in Chief of Toys and Family Entertainment. "Moms want their children to be active while also learning and the Laugh & Learn Smart Bounce & Spin Pony enables a young toddler to interact, think, learn and get active all at once."

The Laugh & Learn Smart Bounce & Spin Pony tested extremely well in the renowned Fisher-Price Play Laboratory in East Aurora, N.Y. In fact, moms loved the product and often referred to it as being not only educational and fun, but physically active too. Moms also viewed the TV component as an added learning or educational benefit for their children's development beyond the physical aspect of the product.

Bringing a classic playground-themed ride into the living room is as easy as connecting a wireless IR device to the TV. Young toddlers can hop in the saddle, choose from three levels of play and five learning scenes and giddy-up to enjoy bouncing up and down, spinning around and rolling the roller ball on the handle bars. The more children interact, the more sound effects, sung songs and animations come to life, teaching them about letters, numbers, shapes, colors, opposites and more. Young toddlers can explore all five learning scenes within each mode of play by pressing a forward button that loops through the scenes. They can even enjoy fun music and sound effects right from the Pony itself when it is not connected to the TV.

The Laugh & Learn Smart Bounce & Spin Pony retails for approximately \$69.99, is appropriate for ages 12-36 months and is available at retailers nationwide.

About Fisher-Price:

Fisher-Price, Inc., a subsidiary of Mattel, Inc. (NYSE:MAT) located in East Aurora, N.Y., is the leading brand of infant and preschool toys in the world. The Company has a 77-year legacy of high quality toys that enhance early childhood development. Its often-emulated Play Laboratory was the first child research center of its kind in the toy industry, allowing researchers to observe the way children play and how play benefits their development. Some of the Company's best-known "classic" brands

include Little People(R), Power Wheels(R) and View-Master(R). Fisher-Price is also a leading developer of baby gear products (infant swings, bouncers, high chairs, nursery monitors), as well as a wide array of character-based toys inspired by high quality children's programming such as Sesame Street(R), Dora the Explorer(TM) and Winnie the Pooh. The Company's web site, www.fisher-price.com, provides valuable information and resources to parents.

(MAT-FP)

SOURCE: Fisher-Price, Inc.

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