Mattel To Issue $350 Million Of Senior Notes

EL SEGUNDO, Calif. -- March 4, 2008 - Mattel, Inc. [NYSE:MAT] announced today that it has agreed to sell $350 million aggregate principal amount of 5.625% senior notes due March 15, 2013, in an underwritten public offering in which Banc of America Securities LLC and RBS Greenwich Capital are acting as representatives of the several underwriters. Mattel intends to use the net proceeds from the offering for general corporate purposes. The offering is expected to close on March 7, 2008, subject to customary closing conditions. A prospectus related to the offering of the notes may be obtained by contacting:

Banc of America Securities LLC
Prospectus Department
100 West 33rd Street, 3rd Floor
New York, NY 10001

RBS Greenwich Capital
600 Steamboat Road
Greenwich, CT 06830

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 2008's "100 Best Companies to Work For" by FORTUNE Magazine and among the 100 Most Trustworthy U.S. Companies by Forbes Magazine. Committed to ethical manufacturing sustainable business practices, Mattel marked a 10-year milestone in 2007 for its Global Manufacturing Principles. With worldwide 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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