



Mattel Partners With Screenlife, LLC And Warner Bros. Consumer Products To Bring Seinfeld Back Into America's Living Room With The New Scene It?® Seinfeld DVD Game

EL SEGUNDO, Calif. (February 18, 2008) - What's your all-time favorite *Seinfeld* scene? Remember Jerry's puffy shirt, Elaine's infamous dance moves, George's launch of Vandelay industries or Kramer's encounter with Keith Hernandez? The new Scene It?® Seinfeld DVD game will launch this fall and includes the most memorable moments from the long-running "show about nothing." It challenges players to answer trivia questions about the series as they race around the board to win. Mattel, Inc. has teamed up with Screenlife, LLC, and Warner Bros. Consumer Products to create an entertaining gaming experience that will determine the ultimate *Seinfeld* fan.

The Scene It?® *Seinfeld* DVD game includes hundreds of clips featuring memorable scenes and a myriad of images, stars and trivia challenges from all nine seasons of the hit sitcom. Card-based questions come in three categories, named after the style of different *Seinfeld* episodes, including "The Details," focused on the who, what, when, where and why of *Seinfeld*; "The Dialogue," asking questions about who said what; and "The Yada Yada Yada," pop culture-related questions about episodes and cast members.

"The Scene It? Seinfeld DVD game offers players the chance to enjoy their favorite moments with Jerry, George, Elaine, Kramer and the gang while also adding the excitement of engaging, competitive game play," said Cynthia Neiman, vice president of marketing, Mattel Games. "Scene It? Seinfeld offers a terrific game expertise for everyone, whether you are a dedicated fan or a casual viewer of the show."

"Warner Bros. Consumer Products has a long-standing history of partnering with Mattel for some of our most popular properties, and the Scene It? Seinfeld game is no exception," said Karen McTier, Executive Vice President of Domestic Licensing and Worldwide Marketing for Warner Bros. Consumer Products. "We're excited that, for the first time, fans will have the opportunity to re-live their favorite moments from the show through the Scene It? gaming experience."

Scene It?® Seinfeld is the latest product in a line of popular entertainment-themed DVD-based products, including Scene It?® Movie 2nd Edition and Scene It?® Harry Potter™ 2nd Edition. The proprietary Optreve® technology, exclusive to Scene It?® games, randomizes Seinfeld clips for a different version of the game every time. Additionally, the Flextime® game board allows time-constrained friends and families to play a quick game on the fly or opt to unfold the game board for a longer, more complete experience. With the introduction of the new Scene It?® Seinfeld DVD Game this fall, Mattel gives fans an entirely new way to re-live the fun, hilarious adventures of the *Seinfeld* gang.

Seinfeld is the Emmy® Award-winning series highly regarded as one of television's most innovative sitcoms. TV Guide ranked *Seinfeld* No.1 on its 2002 list of "50 Greatest Shows of All Time." Currently in syndication, *Seinfeld* airs on leading television stations in more than 200 markets around the U.S.

Scene It?® Seinfeld will be available nationwide beginning in September 2008 and has a suggested retail price of \$34.99. For more information on Scene It?® games from Mattel, visit the Mattel website at www.mattel.com or the Scene It?® website at www.sceneit.com.

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.

About Screenlife, LLC

Screenlife, LLC, (www.screenlifegames.com) is the creator and world's leading manufacturer of DVD games. Screenlife products are powered by Optreve® DVD Enhancement Technology. Screenlife's Scene It? branded games are available in five languages, across 14 countries, and in more than 40,000 retail locations worldwide. A leader in entertainment licensing,

Screenlife has secured thousands of partnerships with the major Hollywood studios, sports leagues and recording labels as well as actors, athletes and musicians. For more information about Scene It?, visit www.sceneit.com or call (866) DVD-GAME.

About Warner Bros. Consumer Products

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in the world.

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