



The 2007 Holiday™ Barbie® Doll Anticipated to Top Lists this Gift-Giving Season

Generations of Barbie® Fans Will Delight in the Festive "Miss Claus"-Themed Doll

EL SEGUNDO, Calif. (October 16, 2007) - The 2007 Holiday™ Barbie® doll, a much anticipated and cherished holiday gift for children and adults alike, is officially released to stores for this year's gift-giving season. The first holiday-themed Barbie® doll was introduced in 1988 and continues to be one of the most popular collectible Barbie® dolls today. The annual introduction of the holiday-themed Barbie® doll brings generations of girls, women and collectors together in celebration of both the holidays and Barbie®, a doll that has inspired girls of all ages to be anything they want to be for nearly five decades.

Created by Mattel designer Sharon Zuckerman, the 2007 Holiday™ Barbie® doll is the newest addition to a long tradition of festive and beautiful, holiday-themed Barbie® dolls. This year's doll epitomizes holiday glamour with a Santa-inspired "Miss Claus" look. The 2007 Holiday™ Barbie® doll features a strapless, crimson velvet gown trimmed with white faux fur, black lace and accessorized with a black, wide Santa-inspired belt. Dazzling earrings and necklace as well as glamorous white opera-length gloves, complete the ensemble.

"The 2007 Holiday Barbie doll is the ultimate holiday keepsake, combining the warmth and spirit of the season with the glamour and beauty of Barbie" said Liz Grampp, director of marketing, Barbie Collector.

The 2007 Holiday™ Barbie® doll is available in both Caucasian (blonde) and African-American versions and comes in a frosty window pane-style package making the doll a perfect holiday keepsake. The 2007 Holiday™ Barbie® doll is available now for a suggested retail price of \$39.95 at www.BarbieCollector.com, the Barbie® Collector catalog and all major toy retailers.

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.

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