



Mattel Showcases Innovation, Hot Entertainment Licenses and Unexpected Ways to Engage with Its Brands at New York Toy Fair 2011

Diverse Portfolio Featuring New Introductions from Barbie® , Hot Wheels® , Fisher-Price® , Monster High™ and More, Reaches Fans Where They Are Today

EL SEGUNDO, Calif.--(BUSINESS WIRE)-- As the leading toy maker and an expert in creating memorable play experiences, Mattel, Inc. (NASDAQ:MAT) unveils innovative new products that expand beyond the toy box at this year's New York International Toy Fair. As the leading toy company, Mattel boasts six of the top 10 properties in the toy industry¹, according to NPD, bringing its expertise in play to new and unexpected spaces, reaching kids and adults where they are, and where they play, today — like only Mattel can.



"As traditional play evolves and takes on new forms, so does our portfolio of brands," said Tim Kilpin, Executive Vice President Mattel Brands. "One way in which we are continuing to grow our core brands, as well as to develop new franchises, is through transmedia storytelling. We're developing branded content that further shapes play, ultimately driving brand engagement and deepening each play experience. Equally important is leveraging different media to tell each brand story in relevant and unexpected ways."

"We know kids are the experts in play and we take pride in providing best-in-class products to further enhance their play experiences," said David Allmark, Executive Vice President, Fisher-Price Brands. "With a fresh new collection of innovative toys and a new multi-media campaign launching later this year that celebrates developmental growth through the joy of play, we will continue to connect with families across the globe."

This past holiday season, Barbie® reigned as the no. 1 property in the toy industry², maintaining relevance with girls of all ages as well as a strong presence at retail. Barbie® continues positive momentum in 2011 as the brand celebrates 50 years of Ken® as the "ultimate boyfriend for every occasion" with a series of epic events, partnerships and products.

Mattel is the expert in knowing how girls play and in 2010 developed a successful franchise for girls of all ages with the launch of the Monster High™ brand. Celebrated as the bestselling new fashion doll of the year³ in 2010, the Monster High™ franchise will become truly global in 2011 as it's rolled out worldwide across several categories including toy, publishing, web, apparel and accessories.

Sweet Talkin' Ken (TM) by Mattel (Photo: Business Wire)

The company continues to successfully translate entertainment brands to toys and create long-term, sustainable properties with global product footprints. This year, Mattel adds some of the hottest, theatrical blockbuster licenses including -- Disney•Pixar's *Cars 2*, *Green Lantern*, Penguins of Madagascar and Kung Fu Panda 2 -- to its growing entertainment-licensed portfolio.

Growing core brands is an ongoing focus, and this year UNO® celebrates a milestone 40th Anniversary with the introduction of a new character, Roboto. Also, the Fisher-Price® Play Lab, a best-in-class facility that was also the first of its kind in the industry, celebrates its 50th anniversary, enabling Mattel to further lead the industry in research and insight into the way kids play.

Mattel's 2011 product line boasts rich transmedia storytelling, can be played across multiple platforms, and delivers an element of humor and fun. Mattel also continues to translate entertainment brands to toys better than anyone in the industry.

Key Highlights & Must-See Mattel Toys at New York Toy Fair Include:

GIRLS

- **Barbie® Hairtastic Printables**

Barbie® introduces the newest way to customize and personalize hair with printable hair extensions. Create personalized hair extensions online then print on any inkjet printer, wear and share. Barbie® Hairtastic Printables comes with a Barbie® doll and includes sheets of printable hair extensions for both Barbie® and the girl.

- **Sweet Talkin' Ken™**

Now girls of all ages can have the ultimate boyfriend for every occasion with Sweet Talkin' Ken™. Featuring a built-in microphone, Sweet Talkin' Ken™ records up to five seconds of sound, allowing girls to record playful phrases and play the message back in three different voices, including "Ken's" voice.

- **Monster High™ Gloom Beach™ Doll Assortment**

Centered on the perfectly—imperfect descendants of the world's most famous monsters, Monster High™ introduces new characters and story lines to its multi-category consumer products, toy and content line. The Monster High™ Gloom Beach™ Doll Assortment offers ghoulish fun even when school isn't in session!

- **Radica:® Fijit Friends™ Interactive Toy**

Every girl's best friend, Fijit Friends™ are interactive, robotic toys that are full of personality, can talk, dance and laugh and feature Sonic Chirp capabilities so they can respond to various media platforms including apps.

BOYS

- **Hot Wheels® Wall Tracks Assortment**

Bringing engineering innovation to classic wheel play, Hot Wheels® takes its iconic track off the ground and places it on the wall, allowing boys to experience track play in an entirely new way.

- **Cars 2 Assortment**

Lightning McQueen, Mater and the rest of the four-wheeled gang are back in 2011 for the highly anticipated summer release of Disney•Pixar's *Cars 2*. Mattel has once again collaborated with Disney Consumer Products to bring fans an innovative, imaginative and entertaining line of toys including die cast vehicles, track sets, play sets and accessories.

- **Green Lantern Ring Blast Jet™ Figure & Vehicle**

Fly high above villains and defeat danger with the Green Lantern Ring Blast Jet™. The completely foldable Battle Shifters™-2-1 vehicle instantly transforms from transparent Turbo Tank to Stealth Jet with the press of a button. Mattel will be bringing to life a comprehensive toy line inspired by Warner Bros. Pictures' film "Green Lantern," set for release on June 17, 2011.

- **The Penguins of Madagascar Regurgitating Rico™ Launcher**

We've captured the fun and humor of the Penguins of Madagascar in one of their most lovable characters with the Regurgitating Rico™ Launcher. Just like the show, he's ready to spew popcorn balls that is!

GAMES

- **Angry Birds Knock On Wood Game**

Mattel explores new ground translating play from digital to analog with Angry Birds Knock On Wood Game, a table top version of the #1 paid iPhone game. Draw a construction card, build the structure shown, then launch an Angry Bird and destroy with exciting skill-and-action, just like the app.

- **UNO® Roboto Game**

For the first time ever players are able to customize and personalize their UNO® game with UNO Roboto™! Record each player's name and set unique house rules, then let UNO Roboto™ get the party started with surprise commands and funny phrases that change-up the game every time.

FISHER-PRICE

- **Laugh & Learn™ Baby iCan Play™ Case & Apps**

The new Laugh & Learn™ Baby iCan Play™ Case lets babies enjoy their very own apps while protecting mom or dad iPhone® or iPod® Touch device from their dribbles and drool. Three free downloadable apps offer engaging Laugh & Learn™ play for the iPhone.

- **Rock Star™ Mickey**

Everyone's favorite mouse is ready to rock the house! Kids can jam along with Rock Star Mickey from Fisher-Price® and Disney as he lights up the stage with his jammin' guitar, rockin' moves and singing skills.

- **Kid-Tough® See Yourself™ Camera**

The Kid-Tough See Yourself Camera features easy, child-friendly controls including a rotating lens so children can easily take pictures or HD video of themselves.

- **Big Action™ Construction Site With Remote Control**

The Big Action Construction Site With Remote Control features an easy-to-use color coded RC controller to introduce preschoolers to RC vehicles. Includes an interactive playset full of action-packed construction fun!

- **Little People® Zoo Talkers™ Animal Sounds Zoo**

The Little People Zoo Talkers Animal Sounds Zoo is a detailed, interactive playset featuring animal recognition technology that brings animals to life in a fun, unique way! Explore the four habitats to learn about the different animals, hear their names and corresponding sounds.

For Mattel Toy Fair gallery b-roll and photos please visit www.mattelbrandsmedia.com. For Fisher-Price product information, images and b-roll please visit www.fisher-price.com/media. Please note credentials are required to attend all press events in the Mattel showroom.

About Mattel

Mattel, Inc. (NASDAQ: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. In 2011, Mattel was named as one of FORTUNE Magazine's "100 Best Companies to Work For" for the fourth year in a row. Mattel also is ranked among Corporate Responsibility Magazine's "100 Best Corporate Citizens" and the "World's Most Ethical Companies." With worldwide headquarters in El Segundo, Calif., Mattel employs approximately 31,000 people in 43 countries and territories and sells products in more than 150 nations. At Mattel, we are "Creating the Future of Play." Follow Mattel on Facebook: www.facebook.com/mattel

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¹Source: The NPD Group / Consumer Tracking Service (Annual 2010)

²Source: The NPD Group / Consumer Tracking Service (Fourth Quarter 2010)

³Source: The NPD Group / Consumer Tracking Service (Annual 2010)

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6605481&lang=en>

Mattel Brands PR/Fisher-Price Brands PR
Margaux Vega/Juliette Reashor
Mattel Javits Showroom Media, 212-542-1725
margaux.vega@mattel.com/juliette.reashor@mattel.com

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