



Mattel Children's Foundation Continues Signature Partner Collaboration with Total Donation of \$2.1 Million to Six Charities

Mattel commits 2 percent of annual pre-tax profit to global philanthropic giving.

EL SEGUNDO, Calif., Aug 18, 2008 (BUSINESS WIRE) -- Highlighting a tradition of making a meaningful difference in the lives of children, Mattel, Inc. (NYSE: MAT) today announced the continuation of its commitment to the company's six Signature Partners. In 2008, Mattel will donate a total of \$2.1 million to six charitable organizations: Mattel Children's Hospital UCLA, Save the Children, Special Olympics, the National Association of Children's Hospitals and Related Institutions (NACHRI), the Children Affected by AIDS Foundation (CAAF), and the Make-A-Wish Foundation(R).

"We want to highlight these significant global partnerships during our milestone 30th anniversary year of the Mattel Children's Foundation in recognition of their expertise in helping Mattel to make a direct and meaningful difference in the lives of children in need around the world," said Kevin Farr, Chairman of the Mattel Children's Foundation and CFO of Mattel, Inc. "Through the Mattel Children's Foundation, our company has dramatically impacted the lives of more than 50 million children in the past three decades; and in recent years, these organizations have enabled Mattel to more effectively reach children who need help the most."

The 2008 Signature Partnerships consist of the following national and global organizations:

Mattel Children's Hospital UCLA: Mattel celebrates its 10-year partnership with the Mattel Children's Hospital UCLA this year to address the health and well being of more than 100,000 children annually from all over the world. In June 2008, the hospital opened the doors to its new, technologically-advanced facility made possible, in part, by a multi-year funding commitment from Mattel. The Mattel Children's Hospital UCLA was recently ranked one of the top 15 children's hospitals in the United States by U.S. News & World Report.

Save the Children: Since 2004, Save the Children has helped Mattel give support to children in the United States, Africa, El Salvador and the Philippines, with recent support to children impacted by natural disasters in China and Myanmar. In addition, to mark the 30th anniversary of the Mattel Children's Foundation, Mattel recently launched its "30 For 30 Campaign," providing an opportunity for Mattel employees to aid children in need worldwide through Save the Children. Employees are celebrating that milestone by sponsoring a child for one year at \$30 a month, either individually or together in teams with other employees. Alternately, employees can choose to make a one-time \$30 donation to support Save the Children's efforts.

In just the first two weeks of the campaign, Mattel employees have come together to sponsor more than 50 children, which has been matched with another 50 children sponsored by Mattel's Management Committee.

Special Olympics: With the support of the Mattel Children's Foundation, the Young Athletes(TM) program continues to engage approximately 15,000 children (ages two to seven) with intellectual disabilities from 17 different countries in sports programming. Funding will also support the Special Olympics Get Into It(R) curriculum, estimated to touch the lives of more than 200,000 children with and without disabilities this year. Team Mattel brings more than 2,000 Mattel employee volunteers together at local Special Olympics activities, and will be active this year in 15 countries and 40 global locations, making Team Mattel one of the largest corporate international team of volunteers in Special Olympics history.

National Association of Children's Hospitals and Related Institutions (NACHRI): Continuing to partner with NACHRI and its 217 member hospital organizations, Mattel and the Mattel Children's Foundation will continue its support of identifying best practice standards for the prevention and treatment of childhood obesity. In addition, knowing the value that a smile brings to children fighting for their health, Mattel will continue its annual donation of more than 60,000 Barbie(R) dolls, Hot Wheels(R), Fisher Price(R) mobiles and other toys to children in NACHRI-member children's hospitals throughout the year.

Children Affected by AIDS Foundation (CAAF): Children Affected by AIDS Foundation (CAAF): Continued support of the International Program for HIV- Orphans and Vulnerable Children which will address the needs of the millions of children now orphaned because of HIV and AIDS with a focus on programs in 14 countries across Latin America and the Caribbean. In addition, Mattel continues as the Founding and Presenting Sponsor of Dream Halloween(R) in Los Angeles and is a major sponsor for the New York and Chicago events, in addition to the creation and donation of one-of-a-kind dolls and Hot Wheels, as well as providing employee volunteers at the various locations to support CAAF's largest annual fundraiser.

Make-A-Wish Foundation(R): Added as a Signature Partner in 2007, the Make-A-Wish Foundation will work with Mattel to grant American Girl(R), Barbie and Hot Wheels wishes for children facing life-threatening medical conditions. To help Make-A-Wish volunteers make immediate connections with the children in an effort to best ascertain their true wishes, Mattel created one-of-kind Make-A-Wish Barbie and Hot Wheels toys, not available for sale, to be given to newly identified wish children nationally. The Mattel Children's Foundation also funds both national and international Make-A-Wish Foundation work.

"Mattel's commitment to philanthropy is enriched through the partnerships with these Signature organizations," said Deidre Lind, Executive Director of the Mattel Children's Foundation and Mattel Philanthropy Programs. "With their help, we look forward to continually impacting the lives of the less fortunate children of the world--one child at a time."

More information regarding the Mattel Children's Foundation, grant applications or product donations as well as Mattel's Philanthropy Programs Annual Report can be found at http://www.mattel.com/about_us/philanthropy/.

About the Mattel Children's Foundation:

The Mattel Children's Foundation marks its 30th anniversary in 2008. With a vision of "making a meaningful difference, one child at a time," the Foundation provides cash grants through domestic and international grantmaking programs, as well as international scholarships to children of employees and matching gifts for Mattel employees. The Foundation grants funds to organizations directly serving children in need in approximately 40 countries each year. In addition, the Foundation continues its tradition of partnering with exemplary nonprofit partners. Mattel has partnered with Special Olympics, Save the Children, the Mattel Children's Hospital at UCLA, the National Association of Children's Hospitals and Related Institutions (NACHRI), the Children Affected by AIDS Foundation (CAAF) and the Make-A-Wish Foundation. The Mattel Children's Foundation is funded exclusively by cash donations from Mattel, Inc.

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(R), the most popular fashion doll ever introduced, Hot Wheels(R), Matchbox(R), American Girl(R), Radica(R) and Tyco(R) R/C, as well as Fisher-Price(R) brands, including Little People(R), Power Wheels(R) 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. 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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SOURCE: Mattel, Inc.

Mattel, Inc.
Jules Andres, 310-252-3529
Jules.Andres@mattel.com

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