



WWE(R) Superstar Triple H(R) Unveils His Action Figure and Kicks Off New York Toy Fair

Mattel and World Wrestling Entertainment(R) Celebrate Partnership and Present Innovative New Toys for the Fall 2010 Line

EL SEGUNDO, Calif., Feb 12, 2010 (BUSINESS WIRE) -- WWE Superstar Triple H(R) joined Mattel, Inc. (NASDAQ: MAT) and World Wrestling Entertainment(R) (NYSE: WWE) to celebrate Mattel's first line of WWE(R) action figures and accessories, including several scheduled to debut in fall 2010, at a special event at New York Toy Fair today.

President of Mattel Brands Neil Friedman and WWE(R) COO Donna Goldsmith spoke about the partnership between these dynamic entertainment companies, the innovation behind the new FlexForce(TM) toys for kids and the renowned design behind the most detailed line of WWE figures ever assembled for the collector community. WWE(R) Superstar and 13-time World Champion Triple H(R), best known for his "Pedigree" finishing move, showcased his FlexForce(TM) action figure.

"Mattel's WWE action figures and accessories are the most complete and realistic ever produced, thanks to the close collaboration between two of the world's heavyweight brands," said Friedman. "We're certain that collectors will love the attention to detail of the WWE figures, while kids will be impressed with the moves and innovation behind the FlexForce line."

"This new line of WWE FlexForce figures is the first that captures the electrifying drama and action that goes on inside the ring," said Donna Goldsmith. "Through Mattel's new WWE line, kids and collectors around the world can experience the detail and authenticity of WWE's Superstars. These action figures and accessories also reflect the family-friendly PG content of WWE."

Mattel and WWE(R) joined forces to launch the most comprehensive portfolio of WWE(R) action figures and accessories, which hit shelves nationwide in January 2010. The line includes the FlexForce(TM) action figures for young fans and the Elite and Entrance Great figures for the avid collectors. Other products designed specifically for kids include Superstar Rings, Championship Belts, Ring Action Megaphone and motion-activated Tough Talkers(TM) that deliver WWE(R) Superstar catch phrases and striking sounds. Basic figure single packs will be released every month, while two-packs and Elite figures will roll out every other month.

Photos and b-roll of the special event are available at www.mattelbrandsmedia.com

About Mattel, Inc.

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(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. In 2009, Mattel is recognized among the "100 Best Corporate Citizens," as one of the "World's Most Ethical Companies" and as one of FORTUNE Magazine's "100 Best Companies to Work For." With worldwide headquarters in El Segundo, Calif., Mattel employs approximately 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 WWE, Inc.

World Wrestling Entertainment, Inc., a publicly traded company (NYSE: WWE), is an integrated media organization and recognized leader in global entertainment. The company consists of a portfolio of businesses that create and deliver original content 52 weeks a year to a global audience. WWE is committed to family-friendly, PG content across all of its platforms including television programming, pay-per-view, digital media and publishing. WWE programming is broadcast in more than 145 countries and 30 languages and reaches more than 500 million homes worldwide. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, Chicago, London, Shanghai, Sydney, Tokyo and Toronto. Additional information on World Wrestling Entertainment, Inc. can be found at corporate.wwe.com.

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