American Girl® is Heading to Minnesota's Renowned Mall of America®

—World's Top Tourist Site to Become Home of Popular American Girl Store—

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Middleton, WI (July 7, 2008) — American Girl®, a division of Mattel, Inc., today announced plans to open its newest experiential retail store at Mall of America®, the nation's largest retail and entertainment complex located in Bloomington, Minnesota, just minutes from downtown Minneapolis and St. Paul. The new 20,000-square-foot American Girl store is slated to open in November 2008.

"Given our unparalleled success in experiential retailing over the past decade, we are eager to bring our next American Girl store to such a premier retail destination like Mall of America," said Wade Opland, American Girl's vice president of retail. "The premium location, coupled with the mall's world-class mix of retailers, provides us with even greater opportunities to celebrate girls in an unforgettable environment."

Visitors to Mall of America's new American Girl store will find the complete assortment of the company's popular historical and contemporary dolls, along with doll outfits, accessories, girl-sized clothing, and a variety of best-selling American Girl books. In addition, American Girl fans can treat their dolls to a new 'do in the Doll Hair Salon and enjoy brunch, lunch, dinner, or an unforgettable dessert in the store's fun and casual Bistro. Designed as the ultimate place to celebrate girls' birthdays and other special occasions, the American Girl store will also feature unique party rooms where girls and their friends can enjoy American Girl-themed parties, such as the Craft or Beach Party, complete with organized games and activities, special food and cake, and party favors. A variety of girl-and-mom-friendly events will also be offered throughout the year.

"We are excited American Girl is coming to Mall of America," said Maureen Bausch, Mall of America's executive vice president. "As a premier destination itself, American Girl fits well with our tradition of attracting visitors from around the world. This adds a unique element that will help to create a truly memorable experience for our guests."

American Girl has been recognized as an industry leader in experiential retail since opening its first flagship store, American Girl Place®, in Chicago in 1998. Two more flagship stores, American Girl Place New York on Fifth Avenue and American Girl Place Los Angeles at The Grove, opened in 2003 and 2006 respectively. Two additional American Girl stores opened in Atlanta and Dallas in 2007. Together, the popular retail and entertainment sites have welcomed over 23 million visitors to date.

ABOUT AMERICAN GIRL

American Girl, Inc., is a wholly owned subsidiary of Mattel, Inc. (NYSE: MAT, www.mattel.com), the world's leading toy company. Since American Girl's inception in 1986, the company has devoted its entire business to celebrating girls ages 3 to 12. American Girl encourages girls to dream, to grow, to aspire, to create, and to imagine through a wide range of engaging and insightful books, age-appropriate and educational products, and unforgettable experiences. In meeting its mission with a vigilant eye toward quality and service, American Girl has earned the loyal following of millions of girls and the praise and trust of parents and educators. To learn more about American Girl or to place an order, call **1-800-845-0005** or visit **www.americangirl.com**.

ABOUT MALL OF AMERICA

Mall of America is the nation's largest retail and entertainment complex. The 4.2 million square foot complex is home to more than 520 world-class shops; Nickelodeon Universe® the nation's largest indoor family amusement park; Underwater Adventures Aquarium, a 1.2 million gallon walk-through aquarium and more. The Mall opened in August 1992 and is located in Bloomington, Minn., just minutes from downtown Minneapolis and St. Paul. For more information on Mall of America visit **www.mallofamerica.com**.

Contacts:
Stephanie Spanos, American Girl

608.836.4848/stephanie.spanos@americangirl.com

Daniel Jasper, Mall of America
952.883.8829/djasper@mallofamerica.com