



Mattel Announces Sustainable Procurement Policy

EL SEGUNDO, Calif.--(BUSINESS WIRE)-- Today Mattel announced the company is developing a sustainable procurement policy for all of Mattel's product lines which will address the important issue of deforestation. The policy will include requirements for packaging suppliers to commit to sustainable forestry management practices. In addition to addressing current concerns about packaging sourcing, Mattel's policy will also cover other wood-based products in its toy lines, such as paper, books and accessories.

"Mattel has a long track record of playing responsibly across all areas of our business, which includes how we impact the world around us," said Lisa Marie Bongiovanni, vice president of corporate affairs at Mattel. "While we don't have all the answers yet, we are working to make continual improvements across our business, and that includes packaging. In fact, earlier this year, Mattel completed a lifecycle assessment of packaging across multiple product lines to identify impacts and opportunities for future improvements."

Mattel's sustainability strategy is focused on helping the company minimize its footprint throughout the value chain and across the organization, and emphasizes the importance of personal commitment in business as well as everyday actions.

First, by "designing it" with the end in mind, Mattel is focused on exploring opportunities for sustainability in the design of products and packaging; "making it" with eco-efficiencies that allow the company to identify opportunities to reduce environmental impacts through the manufacturing and distribution of its products; and by "living it" with personal commitment through employee-inspired grassroots initiatives.

Bongiovanni, who oversees Mattel's sustainability initiatives, went on to say: "In line with our long-held practice of transparency, we will continue to communicate with interested stakeholders on our progress in this important area."

Learn more about Mattel's sustainability efforts in the corporate responsibility section of the company's website: <http://corporate.mattel.com/about-us/corporate-responsibility.aspx>

About Mattel:

Mattel, Inc. (NASDAQ: [MAT](#)) (corporate.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, and is also ranked among Corporate Responsibility Magazine's "100 Best Corporate Citizens." 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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