Mattel CEO and CFO Presenting to Analysts

--Presentation Will Be Webcast Live On Mattel Website--

EL SEGUNDO, Calif.--(BUSINESS WIRE)-- Bryan G. Stockton, Mattel's Chief Executive Officer, and Kevin M. Farr, Mattel's Chief Financial Officer, will be presenting to analysts on Friday, February 10, 2012. Stockton and Farr are scheduled to present and take questions for a total of approximately one hour beginning at 1:30 p.m. Eastern.

The presentation will be webcast live on the "Investors & Media" section of http://corporate.mattel.com/. To listen to the presentation, log on to the website at least 15 minutes early to register, download and install any necessary audio software. An archive of the presentation may be accessed beginning two hours after the completion of the live presentation.

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 Thomas & Friends®, Little People®, Power Wheels® and a wide array of entertainment-inspired toy lines. In 2012, Mattel was named as one of FORTUNE Magazine's "100 Best Companies to Work For" for the fifth 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 28,000 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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