



## Retailers Initiate "Elmo Live" Pre-Orders on August 5th

### Pre-Orders Offer Best Opportunity for Consumers to Secure "Industry-Changing" Toy When It Goes On Sale In Stores On October 14th

NEW YORK, Jul 31, 2008 (BUSINESS WIRE) -- Fisher-Price(R) Friends {a division of Fisher-Price, Inc., a subsidiary of Mattel, Inc. (NYSE:MAT)} announced today that starting on August 5th, consumers will have the chance to get a jump on the hottest toy of the holiday season as retailers offer the opportunity to pre-order the already acclaimed new Elmo Live.

Just like the phenomena of Tickle Me Elmo in 1996 and TMX Elmo in 2006, there's already a buzz about the newest Sesame Street sensation. Elmo Live debuted at New York Toy Fair in February - the toy industry's major event - and instantly became the talk of the show. Video footage featuring a sneak peek of the toy quickly spread throughout the Internet with postings on thousands of blogs and websites. With all of the excitement, top toy retailers are already planning major events to support the toy's launch on October 14th.

This year, in an attempt to fill the expected crush of consumer demand, Fisher-Price is working with retailers including Wal-Mart, Toys"R"Us, Target, Kmart, amazon.com, eToys.com and more, to offer a special opportunity to pre-order the toy online at their individual websites.

"We would like to see that everyone who wants an Elmo Live will be able to get one," says Neil Friedman, president of Mattel Brands. "This pre-order opportunity offers the best chance to those who order now that they will have Elmo Live on October 14th when it goes on sale in stores nationwide."

He notes that Fisher-Price determines how many toys to produce based on a careful review of past sales and in conjunction with all retailers, but, "with a toy as exciting as this one, it is impossible to predict accurately just how many will be needed to ultimately meet consumer demand."

This pre-order opportunity helps Fisher-Price and the retailers gauge early consumer demand, while there is still some time to adjust production plans to increase the total number of products to be manufactured. And for those who order now, it is a good bet that product will be available for them, if supply is tight later in the season.

"Elmo LIVE is one of Wal-Mart's Top 12 Toys this Christmas and we're sure it will be flying off the shelves just as quickly as we can stack it up," says Laura Philips, vice president and divisional merchandise manager of toys for Wal-Mart. "We're committed to staying ahead of demand, and the opportunity for our customers to pre-order online at Walmart.com ensures that every child who wants an Elmo Live will have one this holiday season."

Simply magical best describes the new Elmo Live. In this truly life-like creation, for the first time ever, Elmo seems to actually be speaking as his mouth opens and closes just like the real Muppet, Elmo, from Sesame Street. His mannerisms are right on target as his head moves back and forth as he speaks. He waves his arms, sits and stands, even crosses his legs, all the while telling stories and jokes, singing songs and playing games. Children can activate the magic with a tickle or a squeeze of Elmo's foot, tummy, back or nose.

With today's announcement regarding pre-order opportunities, Fisher-Price also released video of Elmo Live footage featuring new, never-before-seen content.

Chris Byrne, aka The Toy Guy(R), calls Elmo Live an industry changing toy. "Elmo Live delivers a rich play experience that is engaging and interactive. It's as close to being with Elmo in the fur as any toy has ever been," he says. "We anticipate that this will be sold out very early in the season, so taking advantage of this pre-sale opportunity will be a key strategy for anyone who wants to score one of these toys."

This is the most life-like Elmo ever developed, according to Gina Sirard, Fisher-Price vice president of marketing. "With today's technology, we've been able to make the magic between child and toy even more seamless and exciting than ever," she says. "This Elmo is packed with unprecedented movement and an abundance of creative content, never before featured in a plush product."

"The other Elmo toys made you laugh and dance, but Elmo Live really touches you. It's so amazingly alive," says toy expert Jim Silver.

Elmo Live, for children 18 months and up, will retail for approximately \$59.99. Editors Note: Images and /or b-roll footage available upon request. B-roll Coordinates: Thursday, 07/31/08 10:00 - 10:15 ET 14:00 - 14:15 ET Galaxy 25 (C-Band) Transponder 14 Downlink Frequency; 3980 MHz (H) Audio: 6.2 & 6.8 MHz

Fisher-Price, Inc., a subsidiary of Mattel, Inc. (NYSE:MAT) located in East Aurora, N.Y., is the leading brand of infant and preschool toys in the world. The Company has a 77-year legacy of high quality toys that enhance early childhood development. Its often-emulated Play Laboratory was the first child research center of its kind in the toy industry, allowing researchers to observe the way children play and how play benefits their development. Some of the Company's best-known "classic" brands include Little People(R), Power Wheels(R) and View-Master(R). Fisher-Price is also a leading developer of baby gear products (infant swings, bouncers, high chairs, nursery monitors), as well as a wide array of character-based toys inspired by high quality children's programming such as Sesame Street(R), Dora the Explorer(TM) and Winnie the Pooh. The Company's web site, [www.fisher-price.com](http://www.fisher-price.com), provides valuable information and resources to parents.

SOURCE: Fisher-Price, Inc.

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