



Mattel Honored for Programs that Positively Impact Children and Adults with Disabilities

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EL SEGUNDO, Calif., November 17, 2010 - Mattel, Inc., [NASDAQ: MAT] the world's largest toymaker, was recently honored for its commitment to people with disabilities with the 2010 Corporate Excellence Award by Equip for Equality at the organization's 25th anniversary celebration in Chicago.

Mattel's global commitment to support non-profit organizations that focus on people with disabilities was recognized at the Equip for Equality event, as well as the company's long-standing program that employs adults with intellectual disabilities. Mattel's philanthropic giving includes financial support, toy donations and a vibrant employee volunteer program, with almost 25 percent of employees taking part in volunteerism. Additionally, at Mattel's global headquarters, a unique program employs more than 50 adults with disabilities in the company's mailroom and night time janitorial services, making Mattel one of the largest single-location employers of people with disabilities in California.

[Learn more about Mattel's program.](#)

"At this year's event, marking our 25th anniversary, we are so pleased to recognize Mattel with the 2010 Corporate Excellence Award for all the work they have done to not only serve children with disabilities through philanthropic partnerships, but also through their ongoing efforts to employ adults with disabilities," said Zena Naiditch, CEO, Founder and President of Equip for Equality. "Mattel's commitment truly has made a meaningful difference and continues to advance opportunities to those with disabilities."

"Mattel's commitment to people with special needs makes a positive impact every day," said Graciela Meibar, Vice President of Diversity, who attended the awards ceremony. "I'm proud to represent our company and my fellow employees to receive this award, which reflects our company's values of playing with passion, playing together, playing fair and playing to grow."

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 Little People®, Power Wheels® and a wide array of entertainment-inspired toy lines. In 2010, Mattel was named as one of FORTUNE Magazine's "100 Best Companies to Work For" for the third year in a row, and was ranked among Corporate Responsibility Magazine's "100 Best Corporate Citizens." Mattel also is recognized among the "World's Most Ethical Companies." With worldwide headquarters in El Segundo, Calif., Mattel employs approximately 27,000 people in 43 countries and territories and sells products in more than 150 nations. At Mattel, we are "Creating the Future of Play."

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