



Mattel Chairman and CEO, and CFO Presenting to Analysts during 2009 International Toy Fair week in New York

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

EL SEGUNDO, Calif., Feb 11, 2009 (BUSINESS WIRE) -- Robert A. Eckert, Mattel's chairman and chief executive officer and Kevin M. Farr, chief financial officer, will be giving a presentation to analysts on Wednesday, February 18, 2009. Eckert and Farr are scheduled to present for approximately 30-40 minutes beginning at 8:30 a.m. (Eastern).

The presentation will be webcast live on the "Investors & Media" section of www.mattel.com. To listen to the presentation, logon 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., (NYSE: 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^(R), the most popular fashion doll ever introduced, Hot Wheels^(R), Matchbox^(R), American Girl^(R), Radica^(R) and Tyco^(R) R/C, as well as Fisher-Price^(R) brands, including Little People^(R), Power Wheels^(R) and a wide array of entertainment-inspired toy lines. Mattel is recognized as one of 2008 and 2009's "100 Best Companies to Work For" by FORTUNE Magazine. With worldwide headquarters in El Segundo, Calif., Mattel employs approximately 30,000 people in 43 countries and territories and sells products in more than 150 nations. Mattel's vision is to be the world's premier toy brands -- today and tomorrow.

Note: This release contains a forward-looking statement relating to Mattel's 2009 focus. This forward-looking statement is based on currently available operating, financial, economic and competitive information and is subject to a number of significant risks and uncertainties. A variety of factors, many of which are beyond our control, affect the operations, performance, business strategy and results of Mattel and could cause actual future results to differ materially from those projected in the forward looking statement. Some of these factors are described in the Company's periodic filings with the Securities and Exchange Commission, including the "Risk Factors" section of Mattel's Annual Report on Form 10 K for the fiscal year ended December 31, 2007 and Mattel's Quarterly Reports on Form 10-Q for fiscal year 2008, as well as in Mattel's other public statements. Mattel does not update forward-looking statements and expressly disclaims any obligation to do so.

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News Media

Lisa Marie Bongiovanni, 310-252-3524

LisaMarie.Bongiovanni@mattel.com

or

Securities Analysts

Dianne Douglas, 310-252-2703

Dianne.Douglas@mattel.com

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