



## Mattel Announces Sustainable Sourcing Principles

*Company strengthens its sustainability efforts across global supply chain, sets goals*

EL SEGUNDO, Calif.--(BUSINESS WIRE)-- [Mattel, Inc.](#) (NASDAQ: [MAT](#)), today announced the launch of new [sustainable sourcing principles](#) to guide the company's procurement of paper and wood fiber used in its packaging and products.

Mattel's new principles focus on three fundamental steps to advance sustainability, including maximizing post-consumer recycled content, where possible; avoiding virgin fiber from controversial sources; and seeking to increase the percentage of fiber that is certified by a credible third party.

"We are committed to advancing the use of sustainably sourced paper and wood fiber across our business, beginning with packaging," said Lisa Marie Bongiovanni, vice president corporate affairs at Mattel, who also oversees the company's sustainability initiatives. "In developing these sourcing principles and setting goals, we applied a thoughtful and rigorous approach in evaluating our supply chain and identifying meaningful opportunities for continuous improvement."

Throughout the process to develop the sustainable sourcing principles, Mattel sought input from stakeholders throughout its supply chain and the environmental community. Earlier this year, Mattel directed its suppliers to exit known controversial sources.

Mattel has already launched efforts to implement the new sustainable sourcing principles and established aggressive goals to measure progress on packaging as the focus of the company's initial implementation phase.

### **Sustainable Sourcing Goals:**

- By the end of 2011, 70 percent of Mattel's paper packaging to be composed of recycled material or sustainable fiber.
- By year-end 2015, goal increases to 85 percent.

Mattel will show preference, when feasible, for fiber certified by the [Forest Stewardship Council](#).

### **Implementation and Reporting:**

A global team is taking steps to communicate and implement the company's expectations with suppliers, including Mattel's preference for "FSC-Certified Fiber."

Bongiovanni added that Mattel will take steps to encourage its suppliers to pursue appropriate chain of custody certification for their own operations. Progress toward sustainable sourcing goals will be reported through the company's [Global Citizenship Reports](#). Mattel's fourth report is expected in mid-2012.

Learn more information about Mattel's [Corporate Responsibility efforts](#).

### **About Mattel:**

As the worldwide leader in play, the [Mattel](#) family comprises such best-selling brands as [Barbie®](#), the most popular fashion doll ever introduced, [Hot Wheels®](#), [American Girl®](#) and [Fisher-Price®](#) brands, which includes [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 was 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."

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