



## **Mattel Listed among 100 Best Corporate Citizens in 2009, Ranks #7**

EL SEGUNDO, Calif., Mar 10, 2009 (BUSINESS WIRE) -- Mattel, Inc. (NYSE: MAT) today announced it has been named to CRO Magazine's 10<sup>th</sup> Annual "100 Best Corporate Citizens" list for 2009. The world's largest toy company earned the #7 ranking.

"As the global leader in the toy industry, our Corporate Responsibility mission is to 'play responsibly' in all we do," said Geoff Massingberd, senior vice president of corporate responsibility at Mattel. "We are continuously learning and growing as an organization, in areas ranging from product safety and working conditions in our plants to corporate governance and philanthropy, our commitment to playing responsibly aligns with our company's core values and resonates in our actions each and every day."

Underscoring its long-term commitment to socially responsible practices, Mattel is set to release its third Global Citizenship Report later this year.

CRO's 100 Best Corporate Citizens List is the only such list based on 100 percent publicly-available information and ranks Russell 1000 companies on their performance in seven key areas: Environment, Climate Change, Human Rights, Philanthropy, Employee Relations, Financial and Governance. It is compiled for CRO Magazine by Portland, Maine-based IW Financial, a leading provider of SRI rankings to institutional investors. Over the past 9 years, companies on the 100 Best Corporate Citizens List have out-paced the remainder of Russell 1000 companies by an average of 26 percent in 3-year total return.

Earlier this year, Mattel also was recognized among Fortune Magazine's "100 Best Companies to Work For" in 2009, ranking in the top 50 at #48.

The full list and related stories appear in the 2009 January - February issue of CRO, or at [www.thecro.com](http://www.thecro.com).

### **About Mattel:**

Mattel, Inc., (NYSE: MAT, [www.mattel.com](http://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, Inc. is recognized as one of 2009's "100 Best Companies to Work For" by FORTUNE Magazine and "100 Best Corporate Citizens" by CRO 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.

MAT-CORP

SOURCE: Mattel, Inc.

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