



## Mattel Leverages Its Rich Portfolio of Properties to Drive Global Consumer Products Initiatives in 2011 & Beyond

LAS VEGAS--(BUSINESS WIRE)-- Today at the 2011 Las Vegas Licensing International Expo, Mattel, Inc. showcased its powerful portfolio of iconic, evergreen brands and successful properties. As Mattel sets out to create the future of play by being everywhere kids are today, licensing is a key tent pole of this vision.

"By leveraging the global strength of our vast stable of brands, we are able to bring unique branded experiences to kids and adults alike," said Rosa Zeegers, Senior Vice President, Mattel Global Consumer Products Licensing. "Our strong relationship with partners and retailers around the world allows us to leverage our scale and build local programs that make sense market by market."

Mattel delivers an unparalleled international footprint to its partners with consistent brand marketing communications activated globally, while understanding consumer insights in each market to create meaningful brand experiences.

At Licensing Show, Mattel unveiled new best-in-class partnerships and product offerings for infants, kids, tweens and adults with global programs for its key properties including Barbie<sup>®</sup>, Hot Wheels<sup>®</sup>, Fisher-Price<sup>®</sup> and Monster High<sup>™</sup>. Highlights include:

### APPAREL & ACCESSORIES

- **Bentex:** Just in time for a spring break trip to Monster High<sup>™</sup> Gloom Beach<sup>™</sup>! Mattel has partnered with Swimwave, a division of Bentex Group, Inc, and a top swimwear resource for retailers, to create the first ever line of stylish Monster High<sup>™</sup> inspired, fun-in-the-sun swimwear. (Available: Spring 2012)
- **FastFinder<sup>™</sup> Diaper Bag:** Fisher-Price<sup>®</sup> created the FastFinder<sup>™</sup> Diaper Bags with the FastFinder<sup>™</sup> pocket system help parents keep important essentials at their fingertips, so when baby's fussy, they're ready. Every bag in the collection features exterior pockets specially designed and labeled for bottles, pacifiers, wipes and diapers. One of the bag's key features is the exterior wipes case that can be accessed with a press of a button, so parents can grab a wipe with one hand and hold onto baby with the other. Various FastFinder Diaper Bags are available in black and brown. (Available: Now)
- **JEM Sportswear:** Mattel and JEM Sportswear (Awake Inc.) have collaborated to introduce a line of tween girls sportswear and fashion tees inspired by the monster-chic ghouls of Monster High<sup>™</sup>. JEM introduces fashion tops, tees, tanks and hoodies with specialty washes, silhouettes and lace, as well as rhinestuds and glitter embellishments to create the latest "must-have" fashions for tween girls. (Available: Now)
- **Komar Kids:** Sleepwear gets scary cool with a new collection from Komar Kids, a leading supplier of tween sleepwear fashions. Featuring mixed fabrics and glitter/foil appliqués, Komar Kids' Monster High<sup>™</sup> sleepwear collection is sure to be a monster hit at any sleepover. (Available: August 2011)
- **Noir:** Barbie<sup>®</sup> and Noir are partnering to bring fashionable accessories to fashionistas everywhere as both brands are synonymous with all things sparkly and fashion forward. Designer Leora Catalan wanted the new Barbie<sup>™</sup> collection to represent Barbie<sup>®</sup> but also wanted to give the collection a slight edge. The collection features signature items including a Barbie<sup>™</sup> Dream House ring and will be available at department stores and specialty boutiques. (Available: Summer 2011)
- **tokidoki<sup>®</sup>:** Barbie<sup>®</sup> and tokidoki<sup>®</sup> are excited to announce that they are partnering for the first time to bring a co-branded selection of women's and girls apparel, totes & accessories to the market. The 'tokidoki loves Barbie<sup>™</sup>' program will include fashion knits, t-shirts, hoodies, totes, jewelry, headwear, stationery, skateboard deck and a Barbie<sup>®</sup> Collector doll. (Available: October 2011)
- **United Legwear:** Fisher-Price and United Legwear Company LLC, NY have partnered to manufacture and distribute multi-product lines for infants and toddlers. Girls and boys legwear assortments include fashion styles and core basics for booties, crew socks, anklets, bobby socks, tights and slipper socks with gripper bottoms that incorporate Fisher-Price Baby Gear characters, styles and themes. Slipper socks will feature the colorful, adorable animals from the Fisher-Price Luv U Zoo<sup>™</sup> Collection, including characters such as monkeys, pandas, lions, pink giraffes and purple hippos. In addition, some sets of hosiery will feature interactivity such as the '7 days of the week' socks, which will provide a fun way

for toddlers to get ready for their day with cute characters printed on the ankle and the days of the week printed on the side of the sock. (Available: Spring 2012)

- **Xcessory International:** Partnering for the first time, Xcessory International brings ghoulish glam to role play with high quality fabrication and first-rate execution. Growing their new licensed partner portfolio, Mattel joins on as the latest partner to introduce character specific items that let girls dress up and role play as their favorite Monster High™ character with petti skirts, leg and arm warmers, wigs, box sets as well as decorative storage trunks to store their entire collection. (Available: Fall 2011)

## PUBLISHING

- **Little Brown Publishing:** Building on the success of its *New York Times* bestselling book series, Monster High™ explores new publishing formats with its very first editorial journal from Little, Brown Book for Young Readers. The journal will fit perfectly on shelves next to the Monster High book series in stores nationwide. Throughout the journal, the freaky fab students of Monster High reveal their secrets and prompt girls to capture their creative inspiration while offering beauty tips, scary-cool inspirations, drop-dead gorgeous fashion tips and even some freaky-fabulous DIY projects. (Available: Fall 2011)
- **Random House Children's Books:** Over the past 50 years, Golden Books, a division of Random House Children's Books, has partnered with Mattel to bring Barbie® doll's adventures to life for young readers. In fall 2010, the collaboration reached new heights with the launch of the digital publishing program. Twenty-five titles will be launched through 2011, including Barbie™: A Fairy Secret, coming soon to the NOOK Kids™ Read and Play collection by Barr & Noble. Available via NOOK Color™ and the NOOK Kids for iPad™ App, the titles include lite motion graphics and interactive activities providing young readers with an immersive reading experience. In 2011, the Barbie™ digital publishing program will expand further to include apps based on bestselling Barbie™ storybooks. (Available: Now through the end of the year)
- **Titan Magazines:** A new partner for the Barbie® brand in 2011, Titan Magazines is now the publisher for the popular Barbie™ Magazine. The new magazine includes exciting stories, puzzles, posters, do-it-yourself crafts, and free stickers in every issue. Barbie™ Magazine is available now at bookstores, newsstands, selected supermarkets, drugstores and Kmart stores. (Available: Now)

## PARTY PLANNING/ GIFTING

- **Amscan:** After debuting Monster High™ Halloween costumes in 2010 that sold out at Party City in just five weeks, Amscan expands their partnership with Mattel to offer Monster High™ branded party goods. With freakishly festive party items that range from tableware and fashionable party accessories, to a variety of mix-and-match party favors, ghouls can create the perfect monster-chic party! This celebration will be one not to miss! (Available: Fall 2011)
- **Innovative Designs:** A brand new partner for Mattel Brands, Innovative Designs rolls out a complete collection of monsterfied stationary goods offering girls scary cool journals, diaries as well as back-to-ghoul stationery sets, pens, pencils, folders and notebooks. (Available: Fall 2011 at Claire's & Toys R Us; mass distribution scheduled for Spring 2012)
- **Jewel:** Building on the success of her best-selling album "Lullaby," acclaimed singer-songwriter Jewel, in partnership with Fisher-Price and Somerset Entertainment, is set to release an eagerly-anticipated follow-up this fall, "The Merry Goes 'Round." The album, which will retail for approximately \$9.99, will include over 15 songs, featuring four classics including "The Green Grass Grows All Around" and "My Favorite Things," plus new, whimsical Jewel storytelling originals, embracing such diverse musical styles as bossa nova, country, folk and Dixieland. (Available: Fall 2011)
- **Rubie's:** For the first time ever, Rubie's brings Monster High™ Halloween costumes to mass market retailers so that fans everywhere can dress up as their favorite Monster High™ characters. In addition to scary cool character costumes, Rubie's will also offer a wide array of accessorized products such as character wigs, make-up kits, treat bags and accessory sets to make Halloween a real scream. (Available: Fall 2011)

## TOYS

- **Fashion Angels:** In partnership with Fashion Angels, Mattel introduces Monster High™ branded DIY arts and crafts kit that provide girls with stencils designs and sketch sheets, or molds and decorations, to make their own monster fashions, pets and accessories. Expanding for the first time into the boys market, Fashion Angels has also introduced Hot Wheels™ branded product including sketch portfolios, a light box design set, collectible puzzle erasers and more. Products feature pop out plastic stencils and pre-printed model sketch pages to aid beginning designers in drawing their own space age or sporty Hot Wheels® car. (Available: Fall 2011)
- **Fruit Ninja:** Mattel teams with Halfbrick Studios to bring Fruit Ninja, the popular mobile game of speed, skill and slicing to life with a new line of immersive games. Moving digital to physical, Mattel captures the essence of Fruit Ninja's fast-paced play with an innovative line of table-top and card games inspired by the top-rated app. (Available: Fall 2011)

- **Squinkies:** Blip goes glam with Barbie® and races forward with Hot Wheels® with the introduction of new Barbie™ and Hot Wheels™ Squinkies. The brands join forces this year to bring girls and boys a completely new way to play with their favorite brands. With a wide selection of branded Squinkies, kids of all ages can expand on their existing toy collections. (Available: Now)

## OUTDOOR PLAY/SPORTING GOODS

- **Rawlings:** Barbie® and Rawlings team up this season to bring real stylish tee ball bats to the field. One of the few licensed tee ball bats made especially for girls, these authentic bats are a hit with girls of all ages. (Available: Now at Wal-Mart)

## About Mattel

Mattel, Inc. (NASDAQ: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®, 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 2011, Mattel was named as one of FORTUNE Magazine's "100 Best Companies to Work For" for the fourth year in a row, and also is ranked among Corporate Responsibility Magazine's "100 Best Corporate Citizens." 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. At Mattel, we are "Creating the Future of Play."

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