



Mattel Delivers the Hottest Toys & Games for a Magical 2011 Holiday Season

Mattel's Trusted Brands Barbie[®], Hot Wheels[®], Monster High[™] Mattel Games and Fisher-Price[®] Offer Something for Everyone on the Holiday Gift List

EL SEGUNDO, Calif.--(BUSINESS WIRE)-- Bringing innovative and imaginative play experiences to kids this holiday season, Mattel Inc., the world's leading toy maker, once again delivers an exciting list of the hottest toys and games for the young, and young at heart!

"Gift-givers are looking for toys and games that will deliver magical play experiences from the moment kids open their presents to well after the holiday season," says Tim Kilpin, Executive Vice President, Mattel Brands. "Mattel delivers on all fronts offering innovation, hot entertainment licenses and unexpected ways to engage with kids' most favorite brands from Barbie and Hot Wheels to games and Fisher-Price."

Mattel continues to keep its core brands relevant with new twists on classic play patterns and unique product designs that are sure to delight this next generation of fans. Mattel's holiday toy offerings also include tech-infused products that further enhance creative and imaginative play as well as items that extend the adventure of today's favorite entertainment properties from the screen to children's playtime.

With toys for tots to games for grandparents, at a variety of play and price points, Mattel brings everyone in the family the perfect present to give or get this holiday season.

Enhancing Play with Today's Tech

With a constant finger on the pulse of how and where kids play and the existing tech trends in the market place, Mattel offers hot holiday toys featuring innovation and age-appropriate technology that deepen each play experience.

- Taking hair play to new heights like only Barbie[®] can, **Designable Hair Extensions** bring girls an all-new way to play and customize hair by utilizing technology. Using the free design center on www.barbie.com and special Barbie[®] hair, girls can create their very own personalized hair extensions, printable on any inkjet printer, for Barbie[®] and for themselves. (ARP: \$31.99)
- **Hot Wheels[®] Video Racer[™]** is the first action video camera encased inside a 1:64 scale vehicle. Boys can capture and produce high quality footage of their ultimate Hot Wheels[®] driving experiences. With 12 minutes of memory, a built-in LCD screen and real time playback, boys can make sure they captured the desired footage. Using the free Video Racer[™] editing software on www.hotwheels.com, boys can produce action videos with preloaded music, scene transitions and special effects. (ARP: \$59.99)
- Every girl's best friend this holiday season, **Fijit Friends[™]** can talk, dance, laugh and are made of tactile skin that enables lifelike movements. With word recognition capability, they can understand and respond to more than 30 verbal commands. Beat Detection functionality enables Fijit Friends[™] to dance to external music or to one of four original songs. Fijit Friends[™] also feature integrated Sonic Chirp technology special audio coding embedded into apps, webisodes, television commercials and more that when detected by a Fijit Friend[™], triggers various reactions. (ARP: \$49.99)
- As a proud partner of the FDNY Foundation in fire safety, the Matchbox[®] **Smokey[®] The Fire Truck** reports for gift-giving duty. Smokey[®] provides hours of open-ended play with his lights, sounds and levers; and he even sings and dances for a truly interactive play experience. Children will be blazing a trail to fun during the holiday festivities, playing the role of firefighter, as they help Smokey[®] put out a fire. (ARP: \$59.99)
- The **Fisher-Price[®] Laugh & Learn[™] Apptivity[™] Case** babies enjoy their very own apps while protecting mom or dad's iPhone[®] or iPod touch[®] device! Simply place the Apple[®] device into the case, twist the lock and the electronic device is protected from baby's dribbles and drool. The case entertains baby even without a device inside, thanks to rattle beads on the handles and a mirror on the back. (ARP: \$14.99)
- Creating a "self-portrait" is a whole lot easier when kids can see themselves! The **Fisher-Price[®] Kid-Tough[®] See Yourself[™] Camera** is designed to take the guesswork out of picture-taking, whether stills or video. The rotating lens swivels from front to back so even preschool photographers can see just what they're shooting. Download stampers and

special effects to add to the fun! (ARP: \$69.99)

Fun Fresh Twists from Trusted Brands

As traditional play evolves and takes on new forms, so do the Mattel brands. From track play to family game time, Mattel introduces new and unexpected ways to play with products from Mattel's most trusted brands, keeping them fresh, relevant and at the top of kids' wish lists year after year.

- Kids will be able to enjoy the holidays like never before with **Hot Wheels® Wall Tracks™ sets** taking its iconic track off the ground and placing it on the wall, boys can experience track play in an entirely new way. Packaged with a simple installation template and Command™ Strips from 3M, Wall Tracks™ sets can be easily mounted without concerns over wall damage. Completely modular, the track pieces can be mixed and matched for maximum fun and even go around corners so boys can fit their Wall Tracks™ sets behind a room or closet door or simply play from wall-to-wall. (Starter Set ARP: \$29.99 and Basic Assortment ARP: \$16.99)
- This holiday season, players are able to customize and personalize their UNO® game with **UNO Roboto™** Play begins when UNO Roboto™ records each player's name and unique house rule reciting it back in his playful, robotic voice. As the game progresses, players must keep up with UNO Roboto™ as he randomly selects the games twists and turns. (ARP: \$24.99)
- The **Fisher-Price TRIO™ Hot Wheels™ Stunt Ramp Builder** features over 90 TRIO building pieces so kids can build a cool Hot Wheels™ TRIO™ racecar and all kinds of awesome stunt tracks with jumps and barrel crashing action. TRIO™ easy-click bricks make building the car and track a "snap" (kids can actually hear and feel the click of the bricks!), and the pieces stay together for active play. (ARP: \$44.99)

Entertainment Based Gifting Favorites

Once again bringing the hottest entertainment properties to fans looking to extend the fun of their favorite licensed characters, television shows and movie blockbusters; Mattel's portfolio offers hot holiday picks from Disney Pixar CARS 2, Disney Princess, WWE®, Mickey and Friends, Dora and more. Mattel also unveils new must-have fashion dolls and themed products from its own popular tween franchise Monster High™.

- Draculaura™, Frankie Stein™, Lagoona Blue™, Ghoulia Yelps™, Holt Hyde™, Clawdeen Wolf™, Cleo de N back with new fashions and joined by two new Monster High™ student bodies Abbey Bominable™ the daughter of the Abominable Snowman, and Spectra Vondergeist™, the daughter of the Ghosts. With the **Monster High™** doll assortment, girls can always remember to "Be Yourself. Be Unique. Be A Monster™". (ARP: \$17.99 each)
- Featuring the latest in cutting-edge micro technology in 1:55 scale, **Lightning McQueen Alive** can drive forward, backward and completes 360 turns — all with a simple touch sensor. When stopped, Lightning McQueen Alive moves his eyes and says signature phrases and jokes from the film with his lifelike, moving mouth. Kids can refuel Lightning McQueen by placing him back on the included gas station charger to refresh his batteries. (ARP: \$69.99)
- The **Disney Princess Ultimate Castle** is the quintessential toy for little girls! A fairytale in itself, the castle stands three stories tall, featuring iconic rooms themed to each Disney Princess from Belle's dining room where the dolls can "eat" to Ariel's under-the-sea bathroom with a seashell tub delivering real bubble sounds. Explore all the rooms for royal fun! (ARP: \$149.99)
- For the ultimate FlexForce® experience, fans can now create their own epic battles with Mattel's new **WWE® Colossal Crashdown Arena™ Playset** The large ring features launching posts, a massive breakaway superstructure and a miniature WWE® Championship belt, so fans can launch their favorite FlexForce® Superstar to win the title. (\$39.99)
- Everyone's favorite mouse is ready to rock the house! Kids can jam along with **Rock Star Mickey from Fisher-Price® and Disney** as he lights up the stage with his jammin' guitar and rockin' moves! Kids can learn how to rock along with Mickey in the "You're a Rock Star!" mode and show off their own moves as he takes to the stage with rock songs including "You Really Got Me." Mickey really gets things going as he sings with head bobs, kick-steps and finishes with his signature move — the mouska-split! (ARP: \$54.99)
- It's easy for girls to prepare meals for a birthday bash, picnic, backyard barbeque or to cook up just about anything with the **Fisher-Price® Dora's Fiesta Favorites Kitchen**. The kitchen includes a double sided "fiesta recipe card" that girls place in the kitchen window to cook delicious meals like tacos, hamburgers, huevos rancheros, and more! The Fiesta Favorites Kitchen includes a refrigerator, oven, stovetop, grill, sink and a phone play piece. With more than 60 English and Spanish phrases, and 20 play pieces, little girls will cook and play all day! (ARP: \$89.99)
- Now kids can relive the adventures in the new Thomas & Friends™ DVD movie "Day of the Diesels!" with the **Fisher-Price® Thomas & Friends™ TrackMaster™ Cranky Flynn Save the Day!** When a fire breaks out on the Island of Sodor, kids can save the day by helping Cranky unload a special delivery, the brand new fire engine Flynn. They can use the remote control to drop off the special loading crate that pops open and sends Flynn racing to the rescue!

Together kids, Cranky and Flynn can save the day! Cranky is over 2 feet tall and can rotate 360 degrees via remote control. (ARP: \$75.79)

Hours of Pure Fun!

Recognizing that gift-givers are seeking toys and games, Mattel's product offerings deliver high play value to give boys and girls hours of fun lasting well after the holiday season.

- Barbie® doll and her sisters are ready for the ultimate camping trip this year in their new **Barbie® Sisters Go Camping™ Camper**. This camper includes a pop-up second floor, two hammocks, fold-down front seat that also converts to a full size bed. The camper features a kitchen with seating for all four of Barbie® sisters, a complete bathroom and even a spa tub. The camper moves on four wheels, folds out and folds up for self-contained play. (ARP: \$79.99)
- Launch a double-dose of fun this holiday with the **Angry Birds Knock On Wood Game**, based on the #1 paid iPhone game*! This engaging game brings big app fun to physical reality! Now in a table-top game format, build, launch and destroy with exciting skill-and-action just like the app. Getting started is a breeze! One player draws a construction card and builds the structure shown. Next, an opponent loads an Angry Bird onto the launcher and catapults the bird to knock down structures and pigs. The player with the most points and knockdowns wins! Features three Angry Birds, four green pigs, one slingshot-style launcher, structure pieces and multiple mission cards. For one or more players. (ARP: \$14.99)
- Fans of The Sing-a-ma-jigs!™ can double the excitement with **The Sing-a-ma-jigs! Duets™** that sing, chatter and harmonize with their very own little friends! Each of The Sing-a-ma-jigs! Duets™ characters is holding a miniature version doll in its arms. When their bellies are pressed, they simultaneously open their little fuzzy elastic mouths and sing, harmonize and chatter together! (ARP: \$18.49)
- **The Fisher-Price Big Action™ Construction Site With Remote Control** introduces preschoolers to RC vehicles and features an interactive playset full of action-packed construction fun! The easy-to-use RC controller steers the truck in four directions - forward, reverse, left and right - with four color coded buttons related to the colors on the truck. It also has tank steering making it easier for kids to maneuver and control, even on carpet! (ARP: \$59.99)
- The **Fisher-Price Little People® Zoo Talkers™ Animal Sounds Zoo** is a detailed, interactive playset featuring animal recognition technology that brings animals to life in a fun, unique way! Place any Little People® Zoo Talkers™ animal on the peg at the hut and it recognizes that specific animal and responds with that animal's name and corresponding sound! Playset incorporates four habitats (Grasslands, North and South Poles, Jungle, Water) with fun activities on both sides and room for multiple children to play at once! (ARP: \$39.99)

For a complete list of Mattel's hot holiday toys and games, visit www.mattelbrandsmedia.com or www.fisher-price.com. Check out Fisher-Price on Facebook www.facebook.com/fisherprice and follow Mattel on Twitter [@MattelBrands](https://twitter.com/MattelBrands). Consumers can also visit www.MattelShop.com for more information.

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About Mattel

Mattel, Inc. (NASDAQ:MAT - News) (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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