



Mattel Expands Games Portfolio with Acquisition of Award-Winning Blokus(R) and Classic Whac-A-Mole(R) Games

EL SEGUNDO, Calif., Jan 16, 2009 (BUSINESS WIRE) --

Mattel, Inc. (NYSE:MAT) today announced it has acquired Sekkoia SAS, owner of the award-winning game, Blokus(R) and the Blokus(R) family of games, and has also acquired the rights to the classic Whac-A-Mole(R) game from Bob's Space Racers, Inc.

"We are thrilled to add both Blokus(R) and Whac-A-Mole(R) to Mattel's growing portfolio of fun and affordable family-oriented games," said Tim Kilpin, GM/senior vice president, Boys, Girls & Games, Mattel Brands. "The addition of these fantastic brands reinforces Mattel's commitment to offering games that are both engaging and entertaining for people of all ages."

Blokus(R), which was launched in September 2000, is now one of the best-selling board games around the world and has been awarded more than 20 accolades from several international parenting and toy associations since its debut.

"Mattel will continue to build upon the growing popularity of Blokus(R) and utilize the brand's established momentum to introduce this unique family of games to a much wider audience," said Kilpin.

Games that are part of the Sekkoia Company acquisition include:

Blokus(R): Blokus(R) is the award-winning, classic board game that combines skill and strategy, providing entertaining fun for the whole family! Comprised of a square board containing 400 squares and 84 pieces, Blokus(R) challenges players to think strategically to outsmart their opponent. Players can match wits with one competitor or bring the excitement and energy to the game with up to four players.

Blokus(R) Trigon(TM): This variation of Blokus(R) brings a radically new experience to the game. Featuring a hexagonal board, with pieces that are triangular rather than square, Blokus(R) Trigon(TM) is more complex and designed especially for players who are familiar with the classic game.

Blokus(R) 3D: In this redesigned version of Blokus(R), each player receives 11 blocks of one color, made of 3-dimensional squares. The goal of the game is to properly place the highest number of differently shaped and colored blocks on the rotating game board, which makes it possible to quickly visualize all the options of placement. Blokus(R) 3D sharpens critical thinking skills as players strategically construct 3-dimensional structures block by block.

Blokus(R) Duo (Blokus(R) Travel in U.S.): This fast, compact version of the classic Blokus(R) board game can be easily taken and played anywhere. Perfect for road trips or on the plane.

Blokus(R) Giant: This large format takes the skill and strategy of the original Blokus(R) board game and expands the fun.

"The Whac-A-Mole(R) brand carries deep-rooted, nostalgic appeal that resonates throughout generations," said Michael Lane, CFO, Bob's Space Racers, Inc. "Mattel recognizes this connection and we're certain the company will maintain this authenticity that so many kids have come to enjoy while also taking the Whac-A-Mole(R) game to exciting new levels." Bob's Space Racers, Inc. will continue to produce and sell the Whac-A-Mole(R) classic amusement park game under license from Mattel.

The acquisition from Bob's Space Racers, Inc. includes:

Whac-A-Mole(R) Arcade Table Game: Watch and listen for the talking moles that light up! In this table-top version of the classic arcade game, players use their mallets to hit as many moles that light up in order to earn the most points. Choose from 1 to 2 player games and multiple levels, for an even more fun and challenging game. Fun for the whole family, Whac-A-Mole(R) Arcade Table Game provides hours of competitive fun!

Mattel currently plans to develop other games based on the Whac-A-Mole(R) brand concept in the future.

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's "100 Best Companies to Work For" by FORTUNE Magazine. With worldwide headquarters in El Segundo, Calif., Mattel employs more than 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.

(C) 2009 Mattel, Inc. All Rights Reserved.

MAT-E

SOURCE: Mattel, Inc.

Mattel, Inc.

Rob Novickas/Sara Rosales, 310-252-3520/5397

Rob.Novickas@mattel.com

Sara.Rosales@mattel.com

or

GolinHarris

Marlene Esqueda/Chris Volk, 213-623-4200

mesqueda@golinharris.com

cvolk@golinharris.com

Copyright Business Wire 2009

News Provided by COMTEX