



Elmo Live! Sing, Dances, Tells Jokes and More!

Hottest Holiday Toy and Most Realistic Elmo Toy Ever Debuts at Toys "R" Us Times Square

Hits Store Shelves Nationwide on October 14

NEW YORK, Oct 13, 2008 (BUSINESS WIRE) -- Fisher-Price(R) officially kicked off the holiday shopping season today with the introduction of Elmo Live! on ABC-TV's "Good Morning America" and at Toys "R" Us Times Square. The eagerly anticipated arrival of the most innovative and engaging Elmo toy ever was marked with a special live appearance at the world's biggest toy store by the furry red Muppet himself and his friend and fan-favorite, Gordon. The toy goes on sale tomorrow, October 14, at retailers nationwide.

"We are thrilled that Elmo and Gordon could stop by to share the magic of Sesame Street with their fans -- both young and old," says Neil Friedman, president of Mattel Brands. "It was truly a wonderful addition to a long-anticipated day -- the official launch of Elmo Live!, the most life-like Elmo toy Fisher-Price has ever developed."

Fans of Elmo have been anxiously awaiting the arrival of Elmo Live! since it debuted at New York Toy Fair in February and was instantly projected to be among the hottest toys of the holiday season by industry insiders. Excitement continued to build as the product became available for pre-order online at major retailers in August with overwhelming consumer response.

To date, Elmo Live! has already garnered attention on top toy lists from Toys "R" Us, TimetoPlayMag.com, Wal-Mart and Toy Insider.

"The Elmo toys in the past made kids laugh and dance, but Elmo Live! is an entirely different type of product. The movements, storytelling and jokes give kids the feeling that Elmo is alive in their own homes," says Jim Silver, editor-in-chief, TimetoPlayMag.com.

In this truly life-like creation, Elmo seems to actually be speaking as his mouth opens and closes just like the real Muppet, Elmo, from Sesame Street. His mannerisms are right on target as his head moves back and forth as he speaks. He waves his arms, sits and stands, even crosses his legs, all the while telling stories and jokes, singing songs and playing games. Children can activate the magic with a tickle or a squeeze of Elmo's foot, tummy, back or nose.

In describing Elmo Live!, Chris Byrne, content director, TimetoPlayMag.com, aka The Toy Guy(R), explains, "Elmo Live! delivers a rich play experience that is engaging and interactive. While the level of technology and reality is truly innovative, Fisher-Price hasn't forgotten that the people who really need to be wowed are the preschoolers who adore Elmo. It's as close to being with Elmo in the fur as any toy has ever been!"

Elmo Live!, for children 18 months and up, retails for approximately \$59.99.

Sesame Workshop, the nonprofit educational organization behind Sesame Street, puts the proceeds it receives from sales of its products right back into Sesame Street and its other projects for children at home and around the world.

Fisher-Price, Inc., a subsidiary of Mattel, Inc. (NYSE:MAT) located in East Aurora, N.Y., is the leading brand of infant and preschool toys in the world. The Company has a 77-year legacy of high quality toys that enhance early childhood development. Its often-emulated Play Laboratory was the first child research center of its kind in the toy industry, allowing researchers to observe the way children play and how play benefits their development. Some of the Company's best-known "classic" brands include Little People(R), Power Wheels(R) and View-Master(R). Fisher-Price is also a leading developer of baby gear products (infant swings, bouncers, high chairs, nursery monitors), as well as a wide array of character-based toys inspired by high quality children's programming such as Sesame Street(R), Dora the Explorer(TM) and Winnie the Pooh. The Company's web

site, www.fisher-price.com, provides valuable information and resources to parents.

SOURCE: Fisher-Price, Inc.

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