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## New "Master Moves Mickey" from Fisher-Price and Disney Takes Center Stage in Times Square, Dances Alongside Parents and Children in Surprise Flash Mob

*New Feature Plush Mickey Mouse Turns Times Square into a Dance Stage, Inspires Fans of All Ages to "Find Their Move"*

NEW YORK--(BUSINESS WIRE)-- Today, the young and young-at-heart headed to New York's Times Square with one collective mission — to get down with Mickey Mouse! With their dancing shoes on, children, parents and New Yorkers danced their way through the city's iconic intersection in a surprise flash mob starring the latest, interactive feature plush Mickey Mouse, *Master Moves Mickey*, from Fisher-Price, Inc., a subsidiary of Mattel, Inc. (NASDAQ:MAT), and Disney®. Providing the inspiration for the flash mob choreography, *Master Moves Mickey* took his music and moves to a whole new level and grooved alongside his biggest fans — children and parents alike — to motivate families everywhere to get up and dance!



*Master Moves Mickey* — aka M<sup>3</sup>™ — is the third iteration of the popular feature plush Mickey Mouse that infuses the original Disney character plush with modern music and moves appealing to the next generation of fans and aspiring dancers. *Master Moves Mickey* features 15 ultra-cool break dancing moves that are hotter and hipper than ever, including the Windmill, the "Mouska" Mix, the Spin Cycle, the Insane Handstand and the Ham Sandwich, set to original tracks and funky beats.

"*Master Moves Mickey* was designed to encourage self-expression and confidence through dance and we know there is no better dance partner than a trusted friend like Mickey Mouse," said Susie Lecker, senior vice president of Fisher-Price Friends. "The M<sup>3</sup> flash mob in New York is a great example of how *Master Moves Mickey* is providing inspiration and motivation to children of all ages, and now they'll be encouraged to break out their very own dance moves with their pal, Mickey Mouse. Many children are naturally inclined to dance and this is a really fun way to tap that instinct."

A Break Dancer in New York's Times Square Mimics the New Master Moves Mickey From Fisher-Price(R)and Disney(R) (c)2012 Mattel, Inc. All Rights Reserved

With one press of Mickey's nose, *Master Moves Mickey* comes to life for a fun, collaborative dance session. This new Mickey plush gets down to eight different songs with styles like rap, hip-hop and pop all while evoking the humor and endearing personality that has enabled Mickey Mouse to transcend generations. Now, with the modern sensibilities of current dance trends, *Master Moves Mickey* is dialed up with the coolest gear and hippest moves to take center stage at every family dance party.

*Master Moves Mickey* is available now for \$69.99 at retailers nationwide including Toys"R"Us, Target, Walmart and Kmart, as well as Amazon.com and [Fisher-Price.com](http://Fisher-Price.com). Visit [www.mastermovesmickey.com](http://www.mastermovesmickey.com) for additional information.

### About Fisher-Price:

Fisher-Price, Inc., a subsidiary of Mattel, Inc. (NASDAQ:MAT) located in East Aurora, N.Y., is the leading brand of infant and preschool toys in the world. The company's legacy of high quality toys has enhanced early childhood development for more than 81 years. Some of the Company's best-known "classic" brands include Little People®, Power Wheels®, View-Master® and Imaginext®. Fisher-Price is also a leading developer of baby gear products (infant swings, bouncers, high chairs), as well as a wide array of character-based toys inspired by high quality children's programming such as Dora the Explorer™, Mickey Mouse Clubhouse and Thomas & Friends®. The Company's website, [www.fisher-price.com](http://www.fisher-price.com), as well as its Facebook page,

[www.facebook.com/fisherprice](http://www.facebook.com/fisherprice) provide valuable information and resources to parents and grandparents around the world.

This press release has an accompanying Smart Marketing Page providing further details about the organization, products and services introduced above. You can access the Smart Marketing Page via the following link:

<https://smp.newshq.businesswire.com/pages/new-master-moves-mickey-fisher-price-and-disney-takes-center-stage-times-square-dances-alongsi>

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50363578&lang=en>

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