Hot Wheels® and Monster Jam® Roar into 2012 Season with New Team Hot Wheels Monster Truck

Fans Vote to Determine Name of Team Hot Wheels™ Monster Truck and Hot Wheels® Celebrates Grave Digger® 30th Anniversary with New Products

EL SEGUNDO, Calif.--(BUSINESS WIRE)-- Hot Wheels® and Monster Jam® are teaming up in an even bigger way to bring fans the ultimate in thrilling vehicle experiences. For the first time, a Monster Jam monster truck will be driven by a Team Hot Wheels driver and will perform live - electrifying fans in a full line up of Monster Jam scheduled events in the 2012 and 2013 seasons. To celebrate the Grave Digger® 30th Anniversary, Hot Wheels will roll out new Monster Jam inspired toys ready to crunch, race and play.

Team Hot Wheels Monster Truck (Photo: Mattel, Inc.)

Fan Voting:

In addition to seeing the newly designed Team Hot Wheels monster truck at Monster Jam events throughout North America, fans also will have a chance to help name the five-ton motorized mammoth.

Beginning today through March 9, 2012, fans can visit www.teamhotwheels.com to vote on one of five names for the truck:

- Team Hot Wheels™ **Firestorm®**
- Team Hot Wheels™ **Motor Mauler®**
- Team Hot Wheels™ **Jaw Crusher®**
- Team Hot Wheels™ **Wrecker Breaker™**
- Team Hot Wheels™ **Gasket Case™**

The selected name will be announced at the Monster Jam World Finals℠ in Las Vegas, NV, on March 24, 2012.

"Monster Jam embodies what Hot Wheels is all about — over-the-top action, awesome power, showmanship and giving fans the ultimate in fantastical vehicle experiences," said Simon Waldron, vice president of marketing for Hot Wheels. "We're ready to take on Monster Jam in a big way with Team Hot Wheels and give fans the opportunity to name our truck."

Team Hot Wheels Monster Truck:

The Team Hot Wheels Monster Jam monster truck is the first of its kind constructed with state-of-the-art laminate technology. Made of carbon fiber, Kevlar and E-glass (which is used to make some of the parts found on the International Space Station), the body weighs half that of a normal fiberglass body. The monster truck is 17 feet long, 11 feet high, weighs 10,000 lbs. and sports a 1,500 horsepower engine, making it a true monster truck behemoth.

To see how the Team Hot Wheels monster truck was created, fans can check out Hot Wheels YouTube channel for the "making of" footage for this monster truck.

"The newly built Team Hot Wheels monster truck has an extremely unique body style and look which will make it stand out from the other monster trucks in a way that is consistent with the Team Hot Wheels brand," said Charlie Mancuso, president of Feld Motor Sports®. "Keep an eye out for some exclusive videos that will be released in a couple months featuring Monster Jam and the Team Hot Wheels monster truck."

Grave Digger 30th Anniversary Products

Hot Wheels is joining in the celebration of the 30th anniversary of Grave Digger, one of the most famous monster trucks of all time with cool new toys, including:

- **Hot Wheels RC Monster Jam Grave Digger 30th Anniversary** - Grave Digger in RC toy monster truck form with oversized swamper tires, boosted lift and a fully functional remote control, allowing it to run over rough terrain. (ARP $29.99, available January)
- **Hot Wheels Monster Jam Grave Digger 30th Anniversary Boneyard Bash™ Play Set**The ultimate training stadium for Grave Digger. The play set includes tough obstacles, a breakaway haunted house and adjustable ramps for tons of crashing, smashing action. (ARP $22.99, available January)
- **Hot Wheels Monster Jam Grave Digger die-cast toys in three scales** (1:64, 1:43, 1:24)

For decades, Monster Jam has been one of the largest and most successful touring family shows in the world. Over four million passionate fans fill the country's largest premier stadiums and arenas across the globe to see the spectacle at more than 135 tour stops and 350 live performances each year.

2012 Team Hot Wheels Schedule at Advance Auto Parts Monster Jam®

Engagement	Date	City/State	Venue
1	Jan 6-7	Des Moines, Iowa	Wells Fargo Arena
2	Jan 13-15	Tacoma, Washington	Tacoma Dome
3	Jan 21	Houston, Texas	Reliant Stadium
4	Jan 28	New Orleans, Louisiana	Mercedes-Benz Dome
5	Feb 3-4	Peoria, Illinois	Peoria Civic Center
6	Feb 11	Anaheim, California	Angel Stadium
7	Feb 18	Los Angeles, California	Dodger Stadium
8	Feb 25-26	Oklahoma City, Oklahoma	Chesapeake Energy Arena
9	Mar 3	Detroit, Michigan	Ford Field
10	Mar 9-11	Grand Rapids, Michigan	Van Andel Arena

*Additional dates to be announced, schedule subject to change.

PLEASE VISIT WWW.HOTWHEELSMEDIA.COM FOR ADDITIONAL PRESS INFORMATION, HIGH RESOLUTION IMAGES OR BROADCAST-QUALITY, DOWNLOADABLE B-ROLL

About the Hot Wheels Brand

Since 1968, Hot Wheels has been passionate about creating thrilling vehicle experiences through innovative product and content. With a fan base of more than 41 million people, Hot Wheels is the No. 1 vehicle property in the United States producing the coolest cars imaginable. The Hot Wheels brand began as a line of 16 1:64-scale die-cast vehicles; today, it has evolved into a true, global lifestyle brand for boys of all ages with segments that range from aftermarket parts to licensed apparel to branded digital content from Team Hot Wheels, a real-life race crew of professional drivers performing over-the-top stunts. For consumers to learn more, visit www.HotWheels.com and www.Facebook.com/HotWheels.

About Feld Motor Sports®

Feld Motor Sports, Inc. is the world leader in specialized arena and stadium-based motor sports entertainment. Feld Motor Sports, Inc. productions include Advance Auto Parts Monster Jam®, Monster Energy Supercross, AMA Arenacross Series, Nuclear Cowboyz®, and IHRA® Nitro Jam®. Feld Motor Sports, Inc. is a division of Feld Entertainment, the world's largest producer of live family entertainment. For more information on Feld Entertainment, visit www.feldentertainment.com.

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Mattel Brands PR:

Rachel Cooper, 310-252-5327
Rachel.cooper@mattel.com
or
Bret Ingraham, 310-252-6396
Bret.ingraham@mattel.com
or
Feld Motor Sports PR:
Denny Hartwig, 630-566-6305
dhartwig@feldinc.com

Source: Mattel, Inc.

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