



20,000 Underserved Children in LA County to Benefit from the Mattel 12 Days of Play Philanthropic Initiative

Toymaker creates magical play experiences and donates toys to children in need this holiday

EL SEGUNDO, Calif.--(BUSINESS WIRE)-- This holiday season, Mattel is creating "12 Days of Play," an exciting philanthropic program designed to bring the power of play to thousands of the most underserved children in Los Angeles County.



With events taking place from Dec. 6 to 17, the Mattel 12 Days of Play program brings together Mattel employee volunteers with local schools, community organizations and charities that serve children in need to create magical play experiences and give back.

"Mattel's 12 Days of Play is all about sharing what we know best — play," said Deidre Lind, executive director of Mattel's Philanthropy Programs. "Through this initiative, Mattel will positively impact the lives of thousands of children in Southern California by creating high-impact play experiences in partnership with some incredible community organizations — all with the overarching goal of bringing the power of play to children during the holidays."

"At Mattel, we sincerely believe it's our responsibility to give back and support the children in the communities in which we live, work and play," Lind said. "Our vision is to create the future of play, and we are helping achieve just that through initiatives like the Mattel 12 Days of Play."

Mattel brings snow to children in sunny California! As part of its commitment to make a difference in the lives of children, Mattel launched "12 Days of Play," a series of employee volunteer activities designed to make a meaningful difference in the lives of more than 20,000 of the most disadvantaged children in Southern California this holiday season. (Photo: Business Wire)

minutes during the events, activities will include sledding, building snowmen and making snow angels, as well as Barbie® dress-up stations, Hot Wheels® racing tracks, music, food, hundreds of wrapped toys at each event and much more.

Six of the Mattel 12 Days of Play events include fun-filled Winter Wonderland experiences where Mattel goes from toymaker to snowmaker, bringing a snow day to inner city children. With snow falling every 15

The Mattel 12 Days of Play Winter Wonderlands are taking place at schools and organizations in Los Angeles County, including:

- Dec. 7-14: 112th Street Elementary in Watts, Calif.; Washington Elementary in Hawthorne, Calif.; Grape Street Elementary in Watts, Calif.; and LA SCORES
- Dec. 15: Challengers Boys & Girls Club
- Dec. 16: LA's BEST (at Mattel headquarters)

Mattel's employee volunteers will set the bar for the fun and games during the Mattel 12 Days of Play. The program is supported by approximately 2,000 Mattel employee volunteers (known as the Mattel PLAYers), which accounts for almost every Mattel employee at the company's El Segundo headquarters.

Volunteer activities include gift wrapping parties where Mattel employees wrap toys to be donated, volunteering at the Los Angeles Regional Food Bank, the granting of a Make-A-Wish Foundation wish, building a house with Habitat for Humanity and much more — all with the goal to make a meaningful difference this holiday season.

About Mattel

Mattel, Inc., (NASDAQ: MAT) (www.mattel.com) is the worldwide leader in the design, manufacture and marketing of toys and family products. The Mattel family comprises 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 2010, Mattel was named as one of

FORTUNE Magazine's "100 Best Companies to Work For" for the third year in a row, and was ranked among Corporate Responsibility Magazine's "100 Best Corporate Citizens." Mattel also is recognized among the "World's Most Ethical Companies." With worldwide headquarters in El Segundo, Calif., Mattel employs approximately 27,000 people in 43 countries and territories and sells products in more than 150 nations. Mattel donates more than 2 percent of its pre-tax toward philanthropic activities. At Mattel, we are "Creating the Future of Play."

About MagicSnow

MagicSnow is the leading provider of large-scale special effects snowfall installations worldwide. Using special effects adopted direct from Hollywood movie sets, MagicSnow transforms any space into a "living snow globe" and creates a realistic winter wonderland, indoors or out. For additional information, please visit www.magicsnow.com.

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