



Dance Star Mickey Set to Shake Up the Holiday Season

Fisher-Price(R) and Disney Launch Innovative Dancing Mickey Feature Plush with Donny Osmond Commercial, Interactive Online Game & iPhone App

NEW YORK, Oct 05, 2010 /PRNewswire via COMTEX News Network/ -- One of the most anticipated toys of the holiday season is hitting retail shelves today as Fisher-Price - a subsidiary of Mattel, Inc. (Nasdaq: MAT) - and Disney Consumer Products launch the innovative Dance Star Mickey plush that walks, talks, and grooves to a beat all his own.

To view the multimedia assets associated with this release, click: <http://multivu.prnewswire.com/mnr/dancestarmickey/46426/>

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"This is a first for Mickey," says Chris Byrne, content director for TimetoPlayMag.com, also known as The Toy Guy(R). "Each year, Fisher-Price celebrates the holidays with an extraordinary plush toy that combines technical magic and classic play. This year, it's Mickey's turn, and he'll be dancing his way into the hearts and imaginations of kids of all ages."

With his exciting dance moves and fun interactive games, Dance Star Mickey is set to top holiday wish lists as he encourages children to get up, get active and dance! Featuring extraordinary dancing skills, Dance Star Mickey is packed with play that's pure joy. At sneak previews this summer, Dance Star Mickey had kids - and their parents - up on their feet, grooving to Mickey's moves in one big dance party.

"We are thrilled that Dance Star Mickey is now available to dance into the hearts of kids around the country," said Gina Sirard, vice president, marketing, Fisher-Price. "It's exciting to create a toy that can move like Dance Star Mickey - talking and interacting with kids, energetically waving and clapping his hands, and bouncing to each beat. It's a truly engaging experience as this iconic character comes to life to create that special Disney magic that has resonated with children all over the world for generations."

With one press of his foot, Dance Star Mickey is revved up and ready to go on a fun and magical experience as he grooves to six different songs with styles including Disco, Latin, Techno, and an "out of this world" Moonwalk grand finale. He is also packed with interactive games that will have children and parents laughing and dancing right along.

"Dance Star Mickey truly captures the humor and endearing personality of this beloved character," said Chris Heatherly, vice president of Disney Toys. "This dancing Mickey is the next generation of feature plush from Disney and Fisher-Price featuring the most innovative mechanisms to foster exceptional play value through endless singing and dancing entertainment for kids."

The dancing Mickey made his debut last February at the American International Toy Fair as *Dancing with the Stars* champion Donny Osmond joined in to help announce this magical toy. This holiday season, the Disney pair reunites for a special [commercial spot](#) airing tonight during *Dancing with the Stars*.

For even more dancing fun, Fisher-Price and Disney have also created a highly-interactive online game at www.fisher-price.com/DanceStarMickey and [free iPhone application](#) that gives kids the chance to make up their own unique dance for Mickey by mixing-and-matching his individual dance moves in specific sequences of their own creation. And what would a dance-off be without celebrity judges? Minnie Mouse, Donald Duck and Goofy sit at the judges' table to rate each dance on a scale of 1 - 10. Kids are encouraged to play again and again to find just the right combination of dance moves to earn that perfect 10!

Available at major retailers and The Disney Store, Dance Star Mickey is for ages 2 years and up and retails for \$69.99. For more information please visit www.Fisher-Price.com/DanceStarMickey.

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 has an 80-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 Thomas & Friends, Dora the Explorer(TM) and Mickey Mouse Clubhouse. The Company's web site, www.fisher-price.com, provides valuable information and resources to parents.

About Disney Consumer Products:

Disney Consumer Products (DCP) is the business segment of The Walt Disney Company (NYSE: DIS) that extends the Disney brand to merchandise ranging from apparel, toys, home decor and books and magazines to foods and beverages, stationery, electronics and fine art. This is accomplished through DCP's various lines of business which include: Disney Toys, Disney Fashion & Home, Disney Food, Health & Beauty, and Disney Stationery. Other businesses involved in Disney's consumer products sales are Disney Publishing Worldwide, the world's largest publisher of children's books and magazines, and www.DisneyStore.com, the company's official shopping portal. The Disney Stores retail chain, which debuted in 1987, is owned and operated by Disney in North America, Europe, and Japan. For more information, please visit www.DisneyConsumerProducts.com or watch us at www.YouTube.com/DisneyLiving, "like us" on www.Facebook.com/DisneyLiving, or "follow us" at www.Twitter.com/DisneyLiving.

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