



Mattel Again Listed among 100 Best Corporate Citizens in 2011, Ranks #5

Toy company recognized among the top ten on sought-after list

EL SEGUNDO, Calif.--(BUSINESS WIRE)-- Mattel, Inc. (NASDAQ: MAT) today announced it has been named for the third consecutive year to the *CRO Magazine* 12th Annual "100 Best Corporate Citizens" list for 2011, ranking at #5. Mattel moves up the list 24 spots from its 2010 ranking at 29.

Among specific categories of performance, Mattel ranked highly in Corporate Governance (tied at a #1 ranking), as well as receiving high scores in Human Rights and Philanthropy.

"As a company that creates products for children, we know that how we play in business is just as important as the success we achieve," said Lisa Marie Bongiovanni, vice president of Mattel Corporate Affairs. "This recognition — especially being named among the top 10 corporate citizens -- speaks directly to the heart of Mattel's culture and the values shared by our employees around the world to play responsibly."

The "100 Best List" documents 324 data points of disclosure—harvested from publicly available information in seven categories: environment, climate change, employee relations, human rights, governance, finance, and philanthropy. The meteoric rise in the market for transparency was amply chronicled by companies' individual and aggregate performance. Overall performance improved among the 100 Best by some 5 percent over last year. Equally revealing, 3-year average returns to shareholders of the 100 Best outpaced the S&P average by more than 4 percent. The research behind the *CR Magazine* rankings is conducted by IW Financial, an industry leader in market data and analysis. The List methodology is published by *Corporate Responsibility Magazine*, found online at www.thecro.com.

Earlier this year, Mattel also was recognized for the fourth consecutive year among *FORTUNE Magazine's* "100 Best Companies to Work For" in 2011, ranking at #69.

Mattel's Corporate Responsibility mission is to act with integrity in all the company does to bring the world safe toys that grown-ups trust and children love. Mattel is committed to positively impacting its people, its products and the world by playing responsibly. Learn more about Mattel's efforts in [Corporate Responsibility](#).

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 is comprised of 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 2011, Mattel was named as one of *FORTUNE Magazine's* "100 Best Companies to Work For" for the fourth year in a row. Mattel also is ranked among *Corporate Responsibility Magazine's* "100 Best Corporate Citizens" and the "World's Most Ethical Companies." With worldwide headquarters in El Segundo, Calif., Mattel employs approximately 31,000 people in 43 countries and territories and sells products in more than 150 nations. At Mattel, we are "Creating the Future of Play." Follow Mattel on Facebook: www.facebook.com/mattel

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