



American Girl® Unveils New Store for Girls in Kansas City

Oak Park Mall to Become Home to Popular American Girl Store in September

Middleton, WI (July 15, 2010) — Girls in Kansas City are eagerly awaiting the arrival of the new American Girl retail store, which will celebrate its grand opening on **September 4, 2010**. Located in the spacious Oak Park Mall, the 9,500-square-foot store will offer an unforgettable shopping experience and engaging activities for girls, such as designing a doll-sized T-shirt or giving their dolls a new hairstyle in the signature Doll Hair Salon.

"We're thrilled to bring this exciting retail concept to the legions of American Girl fans in Kansas City and the surrounding areas," says Ellen L. Brothers, president of American Girl. "The new store allows us to provide even more girls with a fun way to enjoy the American Girl experience."

The American Girl Kansas City store will feature a complete assortment of the company's popular historical and contemporary dolls, along with a wide selection of doll outfits, accessories, and Dress Like Your Doll® clothing and a variety of the company's best-selling books. Beyond shopping, girls who want to treat their dolls to a new look can visit the **Doll Hair Salon**, where they can choose from a variety of salon services—from ponytails to pampering to pierced ears. And, for fashionable young fans, the store will feature a "**Creativi-tees**" boutique, where girls can create stylish T-shirts for their dolls. Girl-friendly events and activities based on the American Girl characters and award-winning books will also be available throughout the year.

For more information on the new American Girl store, visit americangirl.com/stores or call **1-888-777-0010**.

ABOUT AMERICAN GIRL

American Girl Brands, LLC, is a wholly owned subsidiary of Mattel, Inc. (NASDAQ: MAT, www.mattel.com), the world's leading toy company. Since American Girl's inception in 1986, the company has devoted its entire business to celebrating the potential of girls ages 3 to 12. American Girl encourages girls to dream, to grow, to aspire, to create, and to imagine through a wide range of engaging and insightful books, age-appropriate and educational dolls and accessories, and unforgettable experiences. In meeting its mission with a vigilant eye toward quality and service, American Girl has earned the loyal following of millions of girls and the praise and trust of parents and educators. To learn more about American Girl or to request a free catalogue, call **1-800-845-0005** or visit www.americangirl.com.

ABOUT OAK PARK MALL

Oak Park Mall is a more than 1.5 million square foot premiere shopping destination in the Kansas City market, conveniently located in Overland Park, Kansas, just off Highway 69 at West 95th Street. The shopping center includes more than 185 specialty stores, boutiques and eateries, and is the exclusive home to over 20 retailers, including Nordstrom, Lacoste, LUSH, Puma and Teavana. Oak Park Mall is owned and managed by CBL & Associates Properties, Inc. For more information call **913-888-4400** or visit www.TheNewOakParkMall.com.

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