Mattel Chief Financial Officer Speaking at Bank of America 38th Annual Investment Conference

-- Presentation Will Be Webcast Live On Mattel Website --

EL SEGUNDO, Calif., Sep 09, 2008 (BUSINESS WIRE) -- Kevin Farr, Mattel's chief financial officer, will be speaking during the Bank of America Investment Conference on Monday, September 15, 2008. Farr is scheduled to present and answer questions for approximately 40 minutes beginning at 2:30 p.m. (Pacific time).

Farr's portion of the event will be webcast live on the "Investors & Media" section of www.mattel.com. Please click on the "Presentations" button. To listen to the presentation, logon to the website at least 15 minutes early to register, download and install any necessary audio software. An archive of the presentation may be accessed beginning two hours after the completion of the live presentation. No other segments of the conference will be webcast on the Mattel website.

About Mattel

Mattel, Inc., (NYSE: 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(R), the most popular fashion doll ever introduced, Hot Wheels(R), Matchbox(R), American Girl(R), Radica(R) and Tyco(R) R/C, as well as Fisher-Price(R) brands, including Little People(R), Power Wheels(R) and a wide array of entertainment-inspired toy lines. Mattel is also recognized as one of 2008's "100 Best Companies to Work For" by FORTUNE Magazine. With global headquarters in El Segundo, Calif., Mattel employs more than 2,100 in Los Angeles and the surrounding area and more than 30,000 worldwide. Mattel's vision is to be the world's premier toy brands -- today and tomorrow.

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