



## Fisher-Price® Partners With ToyQuest To Create First-Ever Backyard Play Program

**El Segundo, Calif. (March 4, 2008)** - Fisher-Price®, the nation's No. 1 infant and preschool brand, announced today a new licensing collaboration with ToyQuest, an innovative toy developer and manufacturer, to produce a brand new Fisher-Price backyard play program for toddlers and preschoolers.

The collection will include pools, backyard play, sand toys and constant air inflatables, featuring colorful designs and a playful animal theme. ToyQuest will unveil the collection in spring 2008, beginning with the Fisher-Price Hoppy Frog Spray Pool™, Fisher-Price Rainbow Shade Pool™, Fisher-Price Squirt Friend Animal Sprayers™, Fisher-Price Deluxe Sprinkle 'N Splash Play Mat™, Fisher-Price Froggy Fun Sprinkler™, Fisher-Price Brontosaurus Dino Digger™, Fisher-Price Soak 'N Splash Animal Park™, Fisher-Price Squirt 'N Sprinkle Fire Truck™ and the Fisher-Price Mega Bouncer™.

"With more than 10 years of industry-leading experience in the toy category, ToyQuest has a history of providing quality products that allow children to build on their natural creativity," said Mark Weppner, Director of Licensing, Fisher-Price. "Our partnership with ToyQuest extends Fisher-Price's presence into the outdoor and water play category, providing exceptional backyard play experiences for little ones."

"The Fisher-Price brand has established itself as a worldwide leader in the infant and preschool category and we are very excited about this new partnership" said Brett Bogar, Vice President of Product Development, ToyQuest. "Fisher-Price has continued to provide cherished play experiences for over 77 years and we look forward to augmenting the Fisher-Price portfolio with this playful pairing."

The Fisher-Price backyard play program will be available at Toys R Us and Babies R Us for average retail prices ranging from \$3.99 - \$169.99.

### About ToyQuest

ToyQuest designs, develops and markets high quality proprietary toys and toys licensed from popular intellectual properties including Disney, Nickelodeon, Warner Brothers, Sesame Street, Jeep, Spider-man 3, and many others. ToyQuest uses innovative technology to design products that are fun for children and build on their natural creativity. They are the industry leader in outdoor, seasonal products; most notable for their popular brand, Banzai and their unique designs in constant air and flat water slides. Their products have been seen on Good Morning America, Live with Regis and Kelly, The Late Show with David Letterman, KTLA morning show, The Ellen Degeneres Show, The View, Soap Talk, and all major retailers nationwide. For more information, visit [www.toyquest.com](http://www.toyquest.com).

### About Fisher-Price

Fisher-Price, Inc., a subsidiary of Mattel, Inc. (NYSE:MAT) and located in East Aurora, N.Y., is the leading brand of infant and preschool toys in the world. The Company has a 77-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®, Power Wheels® and View-Master®. 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 Sesame Street®, Dora the Explorer™ and Winnie the Pooh. The Company's web site, [www.fisher-price.com](http://www.fisher-price.com), provides valuable information and resources to parents.

<sup>1</sup> The NPD Group/Consumer Tracking Service; Annual 2006; Infant and Preschool Category

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