



Mattel Releases 2009 Global Citizenship Report

Company Launches Corporate Responsibility Mission: Playing Responsibly

EL SEGUNDO, Calif., Oct 27, 2009 (BUSINESS WIRE) -- As part of its ongoing commitment to global citizenship, sustainability and corporate responsibility worldwide, Mattel, Inc. (NASDAQ: MAT) today announced its 2009 Global Citizenship Report, the company's third such report.

"We work diligently to be financially strong, socially responsible, respectful of our planet and lifelong partners to the children who play and learn with our toys," said Robert A. Eckert, Chairman and Chief Executive Officer, Mattel, Inc. "Playing Responsibly is part of our culture at Mattel."

The report provides detailed information about the company's operations worldwide, its commitment to product quality and safety and its workforce and philanthropic initiatives. Mattel produced its 2009 Global Citizenship Report based on the results of the materiality assessment that identified the social, environmental and economic issue of greatest importance to stakeholders. The report is designed to be downloaded from the company's website at www.mattel.com/CorporateResponsibility.

Highlights of Mattel's 2009 Global Citizenship Report include:

- Information about the company's corporate responsibility organization, created since the last report was issued
- Overview of manufacturing and product quality assurance processes, including implementation of the ICTI CARE process
- Details on Mattel's commitment to employee engagement, training and diversity
- Refinement of the company's long-term Sustainability Strategic Plan to help maximize efficiency, minimize waste and manufacture in a more environmentally sustainable manner: "design it, make it, live it"
- Updated assessment of environmental initiatives using key performance indicators for most owned/operated facilities more than 20,000 square feet.

The report also includes highlights of how Mattel's philanthropy programs, including the Mattel Children's Foundation, product donations and volunteer experiences, impacted the lives of children around the world. Mattel donated 2 percent of pretax profits in cash and in-kind product donations to charitable activities. The Mattel Children's Foundation has made grants in 40 countries, including the U.S., and more than 4,000 employees have volunteered in their communities.

Mattel has received recognition for its corporate responsibility efforts, including: inclusion in Corporate Responsibility Officer Magazine's "100 Best Corporate Citizens List^(R)" in 2007 and 2009, respectively; inclusion among Ethisphere Magazine's 2009 list of "World's Most Ethical Companies"; and inclusion among the Boston College Center for Corporate Citizenship's CSR Index 50, which is based on the public's perception of the company. Mattel is also listed on 11 social responsible investment indices.

The report was prepared using the Global Reporting Initiative's (GRI) G3 guidelines, which is the most widely used sustainability reporting framework, outlining principles and indicators global organizations use to measure and report economic, environmental and social performance.

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 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)/C^(R), as well as Fisher-Price^(R) brands, including Little People^(R), Power Wheels^(R) and a wide array of entertainment-inspired toy lines. In 2009, Mattel is recognized among the "100 Best Corporate Citizens," as one of the "World's Most Ethical Companies" and as one of FORTUNE Magazine's "100 Best Companies to Work For." With worldwide headquarters in El Segundo, Calif., Mattel employs approximately 30,000 people in 43 countries and territories and sells products in more than 150 nations. Mattel's vision is to be the world's premier toy brands -- today and tomorrow.

MAT-CORP

SOURCE: Mattel, Inc.

Mattel, Inc.

Lisa Marie Bongiovanni, 310-252-3524

LisaMarie.Bongiovanni@mattel.com

Copyright Business Wire 2009