



Barbie(R) Sparkles in All-New "Barbie(TM) & The Diamond Castle" DVD Movie, Soundtrack and Toy Line

Movie and Soundtrack Feature "Connected" by Katharine McPhee

EL SEGUNDO, Calif., Sep 09, 2008 (BUSINESS WIRE) -- Barbie(TM) stars in her first-ever "best friends" movie, "Barbie(TM) & The Diamond Castle," an inspiring, original musical fairytale that will touch the hearts and minds of girls worldwide while casting Barbie(TM) alongside her best friend co-star Teresa(TM). The CGI animated, full-length, made-for-DVD movie was released today by Universal Studios Home Entertainment on the heels of the September 2nd CD release of the "Barbie(TM) & The Diamond Castle" CD soundtrack, featuring "Connected," performed by Katharine McPhee. Rounding out this fall's new Barbie (TM) experience are dazzling princess dolls, twinkling accessories and elaborate playsets that encourage creative play and imagination and allow girls to play out the magic of the movie over and over again.

"Barbie was such an iconic figure during my childhood," said McPhee. "I am so excited and honored to be a part of this video."

"The power and success of Barbie movies -- now approaching 60 million units sold worldwide -- is due to the unparalleled connection Barbie has with girls and their families," said Richard Dickson, General Manager and Senior Vice President, Barbie. "Families embrace Barbie entertainment for the rich lessons and values our movies inspire, while girls love Barbie entertainment for the magical storylines, memorable music and imaginative play they can experience through the toys."

Girls Can Sing Along

The songs on both the DVD and CD set the magical journeys of Liana(TM) (Barbie(TM)) and Alexa(TM) (Teresa(TM)) to music and girls can join in on "Two Voices, One Song," "I Need to Know" and "We're Gonna Find It," as they learn about the true meaning of friendship. Two special renditions -- acoustic and pop -- of "Believe" will have girls belting their hearts out. Prior to the release of the CD and DVD, families could tune in for a sneak peek of "Barbie(TM) & The Diamond Castle," on Nickelodeon, which aired Sunday, September 7, 2008 at 1 p.m.

A Girl's Best Friend

"Barbie(TM) & The Diamond Castle" DVD

Barbie(TM) and Teresa(TM) co-star in their first best-friends movie. Once upon a time, in a humble cottage deep in the woods, lived two girls name Liana(TM) (Barbie(TM)) and Alexa(TM) (Teresa(TM)), best friends who shared everything including their love of singing. One day their simple lives changed when they were given an enchanted mirror and befriended the girl trapped inside. To save their new friend, Liana(TM) and Alexa(TM) embarked on a dangerous journey to find the most magical castle imaginable -- the Diamond Castle. Along the way, the girls' friendship was tested but a new song and two adorable puppies helped remind them that friendship is the greatest treasure of all. Available on Tuesday, September 9, 2008, for a suggested retail price of \$19.98.

Barbie(R) & The Diamond Castle Princess Liana(TM) and Princess Alexa(R) Dolls

In the new princess-themed DVD, "Barbie(TM) & The Diamond Castle" available this fall, Barbie(TM) and Teresa(TM) star as two best friends Liana(TM) (Barbie(TM)) and Alexa(TM)(Teresa(TM)) on a journey to discover music, magic and the power of friendship. Both Barbie(R) and Teresa(R) dolls feature a glittery fashion transformation that turns their humble skirts into ornate ball gowns. The dolls also sing songs from the movie, and when Barbie(R) and Teresa(R) dolls hold hands they sing a delightful duet and their necklaces light up. Suggested retail price is \$24.99 for ages 3 and up.

Barbie(R) & The Diamond Castle Horse-Drawn Carriage

This enchanting horse-drawn carriage features a lighted archway and plays music from the movie as it awaits the princess in grand style. The carriage is shaped like a beautiful glowing gem with wheels that really move. The fantastical glittery house, decked out in royal accessories, pulls Barbie(R) or Teresa(R) and a sparkling pet in the carriage. Girls can also hear the gentle clopping of horse hooves in the background making this toy really magical. Suggested retail price is \$39.99 for ages 3 and up.

Barbie(R) & The Diamond Castle Palace Playset

In the "Barbie(TM) & The Diamond Castle" movie, when Barbie(TM) and Teresa(TM) discover the Diamond Castle, the tower magically lights up. Girls can relive this exciting moment with the Diamond Castle Palace Playset. When girls press the "gem" button on the tower, a beautiful light show is activated featuring different colors and flashing patterns. The palace has many rooms fit for a princess including a royal dining area, salon with couches and chairs, a bedroom, vanity room and more. The playset also features music and sound, as well as many play pieces and furnishings. A Princess Liana(TM) doll and the adorable puppy Sparkles(TM) are also included. Suggested retail price is \$75.99 for ages 3 and up.

Other items in the toy collection include:

- Barbie(R) & the Diamond Castle Twin Musician Doll
- Barbie(R) & the Diamond Castle Muse Dolls
- Barbie(R) & The Diamond Castle Kelly(R) Muses in Training Dolls
- Barbie(R) & The Diamond Castle Bobble Head Pets
- Barbie(R) & The Diamond Castle Liana(TM) Styling Head with Pup
- Glimmer(TM) the Flying Horse

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 is comprised of 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 recognized as one of the 100 Most Trustworthy U.S. Companies by Forbes Magazine and is ranked among the 100 Best Corporate Citizens by CRO Magazine. Committed to ethical manufacturing practices, Mattel marks a 10-year milestone in 2007 for its ever-evolving Global Manufacturing Principles and focus on sustainable business practices. With global headquarters in El Segundo, Calif., Mattel employs more than 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.

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About Universal Studios Home Entertainment

Universal Studios Home Entertainment is a unit of Universal Pictures, a division of Universal Studios (www.universalstudios.com). Universal Studios is a part of NBC Universal, one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. Formed in May 2004 through the combining of NBC and Vivendi Universal Entertainment, NBC Universal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. NBC Universal is 80%-owned by General Electric, with 20% owned by Vivendi.

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