



Mattel Announces Disaster Relief Support For China And Myanmar

EL SEGUNDO, Calif. May 20, 2008 –

Mattel announced today it will provide more than \$125,000 in immediate and long-term disaster relief to support victims of the devastating earthquake in Sichuan province of China and the aftermath of Cyclone Nargis in southwest Myanmar. Funds will go to the American Red Cross and Save the Children.

"We share the concern of the global community for the millions of children and families who have been impacted by the recent natural disasters around the world," said Kevin Farr, chief financial officer and chairman of the Mattel Children's Foundation. "As a responsible corporate citizen, we look to make a meaningful difference with children in need around the world and, in times of disaster, partner with qualified charitable organizations to address the urgent and long-term needs of children affected by those situations."

In response, Mattel is donating \$75,000 to our multi-year Signature Partner, Save the Children, to address the needs of children in China and Myanmar. Save the Children is one of the few aid organizations with ongoing operations in both countries, enabling the agency to respond immediately when the disasters hit. Save the Children has worked in Myanmar since 1995 and has a staff of more than 500 employees who have been delivering food, water, purification systems, household supplies and materials for shelters to children and families in the areas hardest hit by the cyclone. In China, Save the Children is working closely with government officials to create safe spaces for children to play and learn, as well as looking at the longer term schooling and education needs of children in the affected region.

Mattel is also donating \$50,000 to the relief efforts of the American Red Cross in responding to the recent disasters in China and Myanmar, as well as in the U.S. The American Red Cross is working internationally with its partner Red Cross and Red Crescent societies to help survivors following these devastating disasters and supporting the purchase and distribution of emergency supplies, coordination of relief efforts and deployment of relief workers to the affected areas. A small portion of the funding to the American Red Cross will support domestic tornado relief efforts, which includes providing food, temporary shelter and counseling to individuals and families affected by the recent storms throughout the South and Midwest.

In addition, Mattel operations in China and Hong Kong have raised funds for the China Red Cross and donated much-needed supplies, clothing and blood to support the earthquake victims. School sponsorships and orphan assistance will also be a part of their relief efforts. Mattel employees in Thailand have also extended support, particularly orphan assistance, to the children impacted by the cyclone in Myanmar.

As we always do in times of disaster, the Mattel Children's Foundation has opened its Matching Gift Disaster Relief Program, which will match disaster-related donations made by employees globally to eligible relief organizations, dollar for dollar.

About the Mattel Children's Foundation:

The Mattel Children's Foundation marks its 30th anniversary in 2008. With a vision of "making a meaningful difference, one child at a time," the Foundation provides cash grants through domestic and international grantmaking programs, as well as international scholarships to children of employees and matching gifts for Mattel employees. The Foundation grants funds to organizations directly serving children in need in approximately 40 countries each year. In addition, the Foundation continues its tradition of partnering with exemplary nonprofit partners. Mattel has partnered with Special Olympics, Save the Children, the Mattel Children's Hospital at UCLA, the National Association of Children's Hospitals and Related Institutions (NACHRI), the Children Affected by AIDS Foundation (CAAF) and the Make-A-Wish Foundation. The Mattel Children's Foundation is funded exclusively by cash donations from Mattel, Inc.

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®, the most popular fashion doll ever introduced, Hot Wheels®, Matchbox®, American Girl®, Radica® and Tyco® R/C, as well as Fisher-Price® brands, including Little People®, Power Wheels® and a wide array of entertainment-inspired toy lines. Mattel is recognized as one of 2008's "100 Best Companies to Work For" by FORTUNE Magazine and among the 100 Most Trustworthy U.S. Companies by Forbes Magazine. Committed to ethical manufacturing sustainable business practices, Mattel marked a 10-year milestone in 2007 for its Global Manufacturing Principles. With worldwide 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 contributes 2% of its pretax profit to its global philanthropic efforts. Mattel's vision is to be the world's premier toy brands -- today and tomorrow.