



BIGFOOT Captured!

Fisher-Price^(R) Imaginext^(R) BIGFOOT The Monster: A Discovery of Legendary Proportions on Display in Mattel Showroom at New York Toy Fair

EAST AURORA, N.Y., Feb 09, 2010 (BUSINESS WIRE) -- It all began a few years ago, when BIGFOOT sightings started popping up just beyond the world headquarters of Fisher-Price, Inc. (a subsidiary of Mattel, Inc. NASDAQ:MAT) in East Aurora, N.Y. Although the scientific community considers BIGFOOT to be a combination of folklore and myths, that didn't stop toy designers from setting out to capture the legendary, elusive creature. Fisher-Price found BIGFOOT and brought him back to its world-renowned Play Laboratory where designers unfolded the complicated, misunderstood monster who, surprisingly, wooed them with his charm. After years of intense research (and a few laughs) with BIGFOOT, Fisher-Price is ready to share his engaging personality with the world by introducing **Imaginext^(R) BIGFOOT The Monster** at New York Toy Fair, Feb. 14 - Feb. 17.

"BIGFOOT The Monster is completely on-trend for 2010. Fisher-Price has interpreted a classic play pattern for contemporary kids," says Chris Byrne, content director for TimetoPlayMag.com, aka The Toy Guy^(R). "Inspired by the legendary 'BIGFOOT,' Fisher-Price scores again with a toy that effectively combines the fun and engagement of R/C robotic play with technology that's easy and engaging for preschoolers to use. BIGFOOT is feature-rich, offers long-lasting play value and reflects a preschooler's sense of humor, all of which deliver on the value consumers are looking for this year. "

BIGFOOT continues to roam freely and eyewitness reports persist, generating public scrutiny and misconceived perceptions of the obscure monster. With New York Toy Fair approaching, Fisher-Price is prepared to show the world the true persona behind the myth...but it doesn't stop there.

Rumor has it that Fisher-Price will continue to work with the friendly monster throughout the year, with special character appearances and brunches at national zoo events including San Diego Zoo, Zoo Atlanta, Brookfield Zoo, Tampa's Lowery Park Zoo, Toledo Zoo and San Francisco Zoo. To track Big Foot sightings until then, parents and children can log onto www.fisher-price.com/bigfoottoyfair for updates.

Unlike the legendary BIGFOOT, the **Imaginext^(R) BIGFOOT The Monster** from Fisher-Price is a life-like remote controlled monster friend for kids three to eight, with lots of personality, fun facial expressions and interactive phrases like "Wanna Play?" and much more. Featuring over 80 actions and phrases, BIGFOOT comes to life with a kid-friendly foot shaped remote control that has easy-to-use, icon-driven buttons. With the simple touch of the remote, preschoolers can make BIGFOOT walk forward and backwards, elicit happy or angry emotions, fall asleep, throw a ball, exercise and even do a forward somersault and a backwards roll! BIGFOOT also features interactive touch points on his belly and mouth that will make him laugh or eat a leaf that evokes fun chomping and burping sound effects. Although the legendary BIGFOOT has mainly been spotted in the Pacific Northwest region of North America, the **Imaginext^(R) BIGFOOT The Monster** will be available at retailers nationwide in June for approximately \$99.99.

About Fisher-Price:

Fisher-Price, Inc., a subsidiary of Mattel, Inc. (NASDAQ:MAT) located in East Aurora, N.Y., is the leading brand of infant and preschool toys in the world. The Company has an 80-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^(R), Power Wheels^(R) and View-Master^(R). 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 Thomas & Friends, Dora the Explorer(TM) and Mickey Mouse Clubhouse. The Company's web site, www.fisher-price.com, provides valuable information and resources to parents.

Chris Byrne periodically conducts product review tours on behalf of Fisher-Price.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6173706&lang=en>

SOURCE: Fisher-Price, Inc.

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