



Mattel Set to Launch Collectible Line for Classic Comedy Blockbuster "Ghostbusters"

Favorite Ghosts and Ghostbusters Included to Celebrate Classic Film's 25th Anniversary

CULVER CITY, Calif., Feb 04, 2009 (BUSINESS WIRE) -- Sony Pictures Consumer Products and Mattel, Inc. announced today the development of a new collectible line of toys based on the world's favorite poltergeist fighting team, the Ghostbusters, including an extensive cast of ghosts and ghostbusters - celebrating the 25th anniversary of the frightfully funny classic film "Ghostbusters."

Mattel's "Ghostbusters" collectible line debuts with 12-inch figures in June 2009, and will be available exclusively at MattyCollector.com. Each figure will feature window box packaging and include authentic Ghostbuster equipment unique to each character. For the first time, Mattel's line will include talent likeness of Egon Spengler, Ray Stantz, Peter Venkman and Winston Zeddemore. Select prototype figures will be on display February 6-8 at New York Comic Con and February 15 at Mattel's New York Toy Fair Collector Preview Night (by invitation only).

"We have assembled a quality group of licensing partners to support and celebrate the anniversary for one of Columbia Pictures' most cherished properties. Mattel's line-up of collector toys is the perfect complement to what will be a great selection of 25th anniversary product," said Juli Boylan, Senior Vice President, Sony Pictures Consumer Products Worldwide.

"Ghostbusters" collectors can also look forward to 6-inch figures, with one debuting at San Diego Comic Con in July 2009. Sculpted by Four Horsemen Studios, the team currently working on Mattel's popular DC Universe(TM) Classics and Masters of the Universe(R) Classics collectible lines, the 6-inch line will come complete with authentic "Ghostbusters" equipment and ghost.

"There haven't been many comedic blockbusters over the past quarter century as memorable and loved as 'Ghostbusters,'" said Tim Kilpin, GM for Boys, Girls & Games, Mattel, Inc. "We are honored to participate in the celebration of the film's 25th anniversary by creating the most extensive line of 'Ghostbusters' collectibles ever."

Mattel will also create characters and ghosts from the classic animated series, "The Real Ghostbusters," to go along with the classic "Ghostbusters" film.

About Sony Pictures Consumer Products, Inc.

Sony Pictures Consumer Products Inc. (SPCP), a division of Columbia TriStar Consumer Marketing (CTCM), is based in Los Angeles and handles the merchandising and branding efforts for some of the most recognized properties in film and television.

Columbia TriStar Consumer Marketing is a division of Sony Pictures Entertainment (SPE). SPE is a subsidiary of Sony Corporation of America (SCA), a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production and distribution; television production and distribution; digital content creation and distribution; worldwide channel investments; home entertainment acquisition and distribution; operation of studio facilities; development of new entertainment products, services and technologies; and distribution of filmed entertainment in 67 countries. Sony Pictures Entertainment can be found on the World Wide Web at <http://www.sonypictures.com>.

About Mattel, Inc.

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 2009's "100 Best Companies to Work For" by FORTUNE Magazine. 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.

SOURCE: Mattel, Inc.

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