



Jury Awards Mattel \$100 Million

Mattel Prevails In Damages Claims Against MGA Entertainment

RIVERSIDE, Calif., Aug 26, 2008 (BUSINESS WIRE) -- Today in federal court, a jury unanimously awarded Mattel \$100 million damages from MGA Entertainment and its CEO, Isaac Larian, for copyright infringement and other claims related to Mattel's rightful ownership of Bratz-related works.

The jury awarded \$90 million for MGA's and Larian's wrongs against Mattel and \$10 million for copyright infringement against MGA and Larian. The Court will make the final determination regarding the total of damages that MGA and Larian will pay to Mattel. Additionally, the jury found that MGA fraudulently concealed the basis for Mattel's claims of intentional interference with contract and Mattel's claims of conversion.

"Mattel has pursued this case first and foremost as a matter of principle," said Robert A. Eckert, chairman and chief executive officer of Mattel, Inc. "We have an obligation to defend ourselves against competitors who choose to engage in fraudulent activities against us. We're pleased that the jury agreed with Mattel that what MGA did was wrong and that damages were awarded."

Mattel's counsel, John Quinn, added, "After carefully weighing nearly three months of testimony and evidence, the jury arrived at a unanimous and undeniable conclusion that MGA engaged in illegal business practices."

Mattel was represented by Quinn Emanuel Urquhart Oliver & Hedges, LLP, a 400-strong lawyer business litigation firm -- the largest in the United States devoted solely to business litigation. The litigation team was led by John Quinn, founder and managing partner at the firm, and partners Bill Price and Mike Zeller. The trial of Mattel, Inc. v MGA Entertainment, Inc. began on May 27, 2008, in United States Court of the Central District of California in Riverside, Calif., and was presided by the Honorable Stephen G. Larson, United States District Judge.

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 2008's "100 Best Companies to Work For" by FORTUNE Magazine and as 2008's Best Places to Work by Los Angeles Business Journal. 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 donates more than 2 percent of its pretax profit to global philanthropic efforts which include the Mattel Children's Foundation. Mattel's vision is to be the world's premier toy brands -- today and tomorrow.

MAT-Corp

SOURCE: Mattel, Inc.

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