



## Fisher-Price(R) Celebrates Dora the Explorer's 10th Anniversary with Innovative Singing & Dancing 'We Did It!' Dora Doll

### New Doll Features Dora's Signature 'We Did It!' Dance and Much, Much More

NEW YORK, Aug 12, 2010 /PRNewswire via COMTEX News Network/ -- Celebrar Dora! Fisher-Price, Inc., a subsidiary of Mattel (TM), Inc. (Nasdaq: MAT), joins with Nickelodeon to celebrate Dora the Explorer's 10th anniversary on August 14 with the debut of the new and innovative "We Did It!" Dora doll, now available at major retailers across the country.

To view the multimedia assets associated with this release, please click:

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It has been 10 years since Dora won the hearts of kids and parents everywhere with her empowering attitude, cultural diversity and emphasis on education for preschoolers. Fisher-Price introduced its first "We Did It!" Dora Doll in 2002 and it quickly soared to the top of kids' wish lists as one of the best-selling toys of the holiday season. This year, in honor of the 10th anniversary, Fisher-Price has taken Dora and her signature and empowering "We Did It" dance to the next level for an entirely new generation of Dora fans.

"Dora the Explorer has been a big hit with children and families since she took preschool programming by storm 10 years ago," says Gina Sirard, Fisher-Price vice president of marketing. "We are thrilled to help celebrate this 10th anniversary with our new 'We Did It!' Dora doll. Eight years ago the original 'We Did It!' Dora was one of the first Dora toys to hit store shelves and now we're excited to offer the most life-like Dora yet. She really captures the excitement and core essence of Dora and the signature dance girls have grown to love."

The original Dora doll sang the "We Did It" song and swayed back and forth to the music. Eight years of technological advances later, Fisher-Price turns the new Dora doll into a truly magical experience as Dora comes to life like never before. This year, Dora moves her arms, swings her beautiful long hair and swivels her body to the beat as she teaches kids the steps to her signature dance and engages them with four modes of interactive play: Teach-Me (where Dora teaches kids the "We Did It!" Dance), "We Did It!" Dance, Freeze Dance, and Say It Two Ways bilingual dance game.

"It's great to celebrate Dora's 10th anniversary with a brand new doll from Fisher-Price," says Leigh Anne Brodsky, president, Nickelodeon Consumer Products. "Once again, Fisher-Price has captured Dora's spirit and enthusiasm with an innovative and interactive toy that engages kids with her signature songs and dances."

Nickelodeon celebrates the landmark 10th anniversary of the world's most beloved Latina heroine, Dora the Explorer, with a brand-new, hour-long primetime TV movie, "Dora's Big Birthday Adventure," premiering Sunday, Aug. 15, at 8:00 p.m. (ET/PT) on Nickelodeon. Following the TV movie, at 9:00 p.m. (ET/PT), Nickelodeon will premiere the first-ever Dora 10th Anniversary documentary, a special 12-minute tribute executive-produced by Academy Award(R)- nominated Brett Morgen (*The Kid Stays in the Picture*) and directed by Debra Eisenstadt.

The "We Did It!" Dora doll, for children ages 3 years and older, retails for \$39.99.

### 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](http://www.fisher-price.com), provides valuable information and resources to parents.

### **About Nickelodeon Consumer Products**

Nickelodeon Consumer Products manages the world's third largest licensing business, representing leading properties such as *SpongeBob SquarePants* and *Dora the Explorer*, and managing merchandising for Nick Jr., Nickelodeon, Comedy Central, MTVN International, and Spike TV.

Nickelodeon, now in its 31st year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books and feature films. Nickelodeon's U.S. television network is seen in more than 100 million households and has been the number-one-rated basic cable network for 16 consecutive years. For more information or artwork, visit [www.nickpress.com](http://www.nickpress.com). Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA, VIA.B).

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