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Nastia Liukin Helps Fisher-Price Introduce New, Interactive Fantastic Gymnastics Dora Doll to Adventure-Seeking Dora Fans

Five-Time Olympic Medal Gymnast and Role Model Hits Gymnastics Mat with Dora and Friends

PLANO, Texas--(BUSINESS WIRE)-- Just in time for the excitement in London this summer, five-time Olympic medalist and role model, Nastia Liukin, is teaming up with Fisher-Price, Inc., a subsidiary of Mattel, Inc. (NASDAQ:MAT), to help introduce the new, interactive *Fantastic Gymnastics Dora* doll to adventure-seeking children everywhere. The popular gymnast was right at home where she trains at the World Olympics Gymnastics Academy in Plano, Texas as she hit the mats to support young gymnasts through routines inspired by *Fantastic Gymnastics Dora*. As girls tumbled alongside Dora, Liukin reminded them that one small somersault could lead somewhere big!



"I've always been a true believer in setting goals and dreaming big," said Liukin. "Building self-confidence at an early age is so important and a doll like *Fantastic Gymnastics Dora* is designed to inspire kids and show them that there are endless possibilities to what they can achieve — I love that!"

Fantastic Gymnastics Dora, based off of the Nickelodeon show *Dora the Explorer™*, performs two gymnastics routines, features seven unique moves — including splits, handstands and back-bends — and enhances imaginative role-play for kids ages three and older. Children can coach their friend Dora through her practice and performance routines and learn the value of teamwork by cheering her on. *Fantastic Gymnastics Dora* also features more than 40 phrases in English and Spanish and a special song celebrating teamwork.

The new *Fantastic Gymnastics Dora* from Fisher-Price(R) inspires Olympic gymnast and role model Nastia Liukin and a young gymnast to perform splits free, *Fantastic Gymnastics Dora* augmented reality app on retail shelves to watch *Fantastic Gymnastics Dora* come to life. They can also download the free app directly from the App Store.

This August, consumers can download the

As with all Fisher-Price products, *Fantastic Gymnastics Dora* was developed through the brand's Joy of Learning lens to ensure skill-building benefits for children, while keeping play fun and interactive.

"*Fantastic Gymnastics Dora* features multiple ways of play to encourage children's imagination and creativity skills, as well as self-expression and confidence," said Susie Lecker, Senior Vice President of Fisher-Price Friends. "Nastia is the perfect partner to help launch *Fantastic Gymnastics Dora* because she strives to reach her full-potential each day and is a true champion. She continues to be a wonderful role model for young girls everywhere, just like Dora!"

"We know that young girls will be following gymnastics closely this summer, sparking excitement; who better to share that adventure with them, than Dora?" said Manuel Torres, Senior Vice President, Global Toys, Nickelodeon Consumer Products. "*Fantastic Gymnastics Dora* from Fisher-Price captures the adventurous spirit of Dora and is sure to motivate active children with her moves and words of encouragement."

Fantastic Gymnastics Dora will be available for \$49.99 in August at retailers nationwide including Toys 'R' Us, Target, Walmart and Kmart, as well as on FisherPrice.com. Visit www.FisherPrice.com for additional information.

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's legacy of high quality toys has enhanced early childhood development for more than 81 years. Some of the Company's best-known "classic" brands include Little People[®], Power Wheels[®], View-Master[®] and Imaginext[®]. Fisher-Price is also a leading developer of baby gear products (infant swings, bouncers, high chairs), as well as a wide array of character-based toys inspired by high quality children's programming such as Dora the Explorer[™], Mickey Mouse Clubhouse and Thomas & Friends[®]. The Company's website, www.fisher-price.com, as well as its Facebook page, www.facebook.com/fisherprice provide valuable information and resources to parents and grandparents around the world.

About Nickelodeon

Nickelodeon, now in its 33rd 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 17 consecutive years. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIA.B).

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<https://smp.newshq.businesswire.com/pages/nastia-liukin-helps-fisher-price-introduce-new-interactive-fantastic-gymnastics-dora-doll-adve>

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50350352&lang=en>

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