



Mattel and Fisher-Price(R) Named to Time to Play's "Most Wanted" Holiday List

Time to Play Unveils Elmo Live, Laugh & Learn(TM) Smart Bounce & Spin Pony(TM) and Hot Wheels(R) Turbo Driver(TM) Controller as Hot Holiday Picks for the 2008 Holiday Season

NEW YORK, Oct 01, 2008 (BUSINESS WIRE) -- Mattel, Inc. (NYSE: MAT) and its Fisher-Price(R) division made headlines today at the Time to Play(TM) press conference held in New York City, announcing Elmo Live, Laugh & Learn(TM) Smart Bounce & Spin Pony(TM) and Hot Wheels(R) Turbo Driver(TM) Controller to be some of this holiday season's "Most Wanted" toys.

"Parents are looking for brands they trust and with play value. We deliver on both, in addition to designing toys that truly will create magical childhood memories this holiday. These toys, as well as many of our other must-have toys in our portfolio offer remarkable innovation that's pure magic and fun for kids," said Neil Friedman, President, Mattel Brands.

Elmo Live

In this truly life-like and engaging creation, Elmo seems to actually be speaking as his mouth opens and closes just like the real Muppet, Elmo, from Sesame Street. His mannerisms are right on target for life-like animation as his head moves back and forth as he speaks. He also waves his arms, sits and stands, even crosses his legs, all the while telling stories and jokes, singing songs and playing games. Children can activate the magic with a tickle or a squeeze of Elmo's foot, tummy, back or nose.

Laugh & Learn(TM) Smart Bounce & Spin Pony(TM)

This classic playground-themed ride offers an animated, active way for infants to learn right in the living room. Parents simply connect the Pony to the TV via a wireless IR device and select one of three levels of play and five learning scenes. Baby can hop in the saddle and giddy-up to enjoy bouncing up and down, spinning around and rolling the roller ball on the handle bars. The more baby interacts, the more sound effects, sung songs and animations come to life, teaching baby letters, numbers, shapes, colors, opposites and more. Baby can also enjoy songs and sound effects right from the Pony itself when it is not connected to the TV.

Hot Wheels(R) Turbo Driver(TM) Controller

Turbo Driver(TM) from Hot Wheels(R) combines everything boys love about Hot Wheels(R) -- competition, racing and vehicle play -- with a controller that connects to your computer, allowing boys to access exclusive 3D racing games on HotWheels.com. Boys load one of eight different Car-tridge(TM) vehicles into the controller, allowing them to race online with the specific style and race attributes of the Car-tridge(TM). Each Car-tridge(TM) is a different car with its own style of racing and content, encouraging kids to find the car that works best in each racing environment.

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 among the 100 Most Trustworthy U.S. Companies by Forbes Magazine. Committed to ethical manufacturing sustainable business practices, Mattel marked a 10-year milestone in 2007 for its Global Manufacturing Principles. With worldwide 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's vision is to be the world's premier toy brands -- today and tomorrow.

About Fisher-Price:

Fisher-Price, Inc., a subsidiary of Mattel, Inc. (NYSE:MAT) located in East Aurora, N.Y., is the leading brand of infant and preschool toys in the world. The Company has a 77-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 Sesame Street(R), Dora the Explorer(TM) and Winnie the Pooh. The Company's web site, www.fisher-price.com, provides valuable information and resources to parents.

Editors Note: Images available upon request.

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