



## WWE® Awards Master Toy License To Mattel

**STAMFORD, Conn., February 13, 2008** - World Wrestling Entertainment® ("WWE"), the greatest force in sports entertainment, and Mattel, Inc., the undisputed champion of the toy industry and the world's leading toy manufacturer, today announced that they have entered into a comprehensive, multi-year licensing agreement, effective as of January 2010, naming Mattel as WWE's master toy licensee covering all global territories upon the expiration of WWE's current toy license.

Under the terms of the agreement, Mattel will develop and market products in a wide variety of toy categories such as action figures, accessories and playsets, games and puzzles, activity toys, plush products, vehicles (including R/C), and role play products. The first line of products will be available in 2010.

"The unbeatable combination of Mattel's product innovation, retail relationships and global distribution along with WWE's world renowned brand and superstars, global television penetration and live events will result in many years of profitable business for both parties," said Donna Goldsmith, WWE's Executive Vice President of Consumer Products.

"We're thrilled to be partnering with WWE to jointly develop a long-term global brand that brings their superstar talent to kids of all ages in new and innovative formats," said Tim Kilpin, General Manager/Senior Vice President of Boys/Entertainment, Mattel Brands.

Additional information on **World Wrestling Entertainment Inc.** (NYSE: WWE), can be found at [www.wwe.com](http://www.wwe.com) and [corporate.wwe.com](http://corporate.wwe.com). For information on our global activities, go to <http://www.wwe.com/worldwide/>.

Mattel, Inc., (NYSE: MAT, [www.mattel.com](http://www.mattel.com)) is the worldwide leader in the design, manufacture and marketing of toys and family products, including Barbie®, the most popular fashion doll ever introduced. The Mattel family of toys and games is comprised of such best-selling brands as Hot Wheels®, Matchbox®, American Girl®, and Fisher-Price®, which also includes Little People®, Rescue Heroes™, Power Wheels®, as well as a wide array of entertainment-inspired toy lines. With worldwide headquarters in El Segundo, Calif., Mattel employs more than 25,000 people in 36 countries and sells products in more than 150 nations throughout the world. The Mattel vision is to be the world's premier toy brands -- today and tomorrow.

**Trademarks:** All WWE programming, talent names, images, likenesses, slogans, wrestling moves, and logos are the exclusive property of World Wrestling Entertainment, Inc. ECW is a trademark of WWE Libraries, Inc. All other trademarks, logos and copyrights are the property of their respective owners.

**Forward-Looking Statements:** This news release contains forward-looking statements pursuant to the safe harbor provisions of the Securities Litigation Reform Act of 1995, which are subject to various risks and uncertainties. These risks and uncertainties include the conditions of the markets for live events, broadcast television, cable television, pay-per-view, Internet, feature films, entertainment, professional sports, and licensed merchandise; acceptance of the Company's brands, media and merchandise within those markets; uncertainties relating to litigation; risks associated with producing live events both domestically and internationally; uncertainties associated with international markets; risks relating to maintaining and renewing key agreements, including television distribution agreements; and other risks and factors set forth from time to time in Company filings with the Securities and Exchange Commission. Actual results could differ materially from those currently expected or anticipated. In addition to these risks and uncertainties, our dividend is based on a number of factors, including our liquidity and historical and projected cash flow, strategic plan, our financial results and condition, contractual and legal restrictions on the payment of dividends and such other factors as our board of directors may consider relevant.

**CONTACT:**  
Gary Davis, WWE  
203-353-5066

Sara Rosales/Mattel Brands PR  
212/620-8552 or 310/252-5397  
[sara.rosales@mattel.com](mailto:sara.rosales@mattel.com)