



Universal Studios and Mattel Extend Successful Global DVD Marketing and Distribution Alliance Through 2013

LOS ANGELES, September 18, 2008 - Extending a partnership that has resulted in the release of a series of highly successful, feature-length DVDs featuring Barbie®, the world's most popular doll, Universal Studios and Mattel today announce a new 10-picture, four-year worldwide marketing and distribution agreement. Universal also acquires the rights to distribute all previous Barbie titles beginning January 1st, 2010, making Universal the primary distributor of the entire Barbie catalog. The deal, which covers the U.S. and all international territories, runs through 2013. The announcement was jointly made today by Craig Kornblau, President of Universal Studios Home Entertainment and Universal Pictures Digital Platforms, Eddie Cunningham, President, Universal Pictures International Entertainment, and Richard Dickson, General Manager, Barbie, and, Senior Vice President, Mattel.

"We look forward to extending this extremely rewarding relationship with Mattel for years to come," said Mr. Kornblau. "The phenomenal success of the Barbie titles we've released over the past three years not only confirms the exceptional global appeal of Mattel's movies, but it also underscores the strength in paring Mattel's celebrated and beloved Barbie brand with Universal's formidable worldwide marketing and distribution infrastructure."

"With 75 million movies sold worldwide and our titles consistently ranking No. 1 on the charts, Barbie has demonstrated unparalleled success as a powerful girls entertainment franchise since 2001. We're thrilled to further extend our partnership with Universal and continue to build the Barbie entertainment franchise with Universal's marketing and distribution muscle," said Mr Dickson.

Since 2006, Universal and Mattel have teamed on the releases of 8 feature-length animated installments of the popular Barbie® Entertainment franchise, including the September 15th release of BARBIE™ AND THE THREE MUSKETEERS. The Universal-released titles have sold a combined total of over 75 million units worldwide (**36,700,000 domestic/38,300,000 international**). In 2008, BARBIE™ MARIPOSA, BARBIE™ AND THE DIAMOND CASTLE AND BARBIE™ IN A CHRISTMAS CAROL RANKED IN THE top six animated, non-theatrical DVDs in the U.S. alone.

EDDIE CUNNINGHAM QUOTE

Barbie®

Barbie® doll - Barbie Millicent Roberts - was "born" on March 9, 1959, in (fictional) Willows, Wisconsin. First introduced as the original Teenage Fashion Model, Barbie® doll has since had more than 120 careers, represented 50 different nationalities and collaborated with more than 70 different fashion designers. With one Barbie® doll sold every 3 seconds somewhere in the world, Barbie® remains the world's most popular doll and a powerhouse brand among girls of all ages. Through the decades, the Barbie® brand has evolved with girls, extending into entertainment, online and more than 45 different consumer products categories. Today, Barbie® is everywhere girls are - from Facebook, where Barbie® has more than 130,000 friends - to Twitter, where Barbie® has over 5,000 followers.

About Mattel

Mattel, Inc., (NASDAQ: 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®, the most popular fashion doll ever introduced, Hot Wheels®, Matchbox®, American Girl®, Radica® and TycoR/C®, as well as Fisher-Price® brands, including Little People®, Power Wheels® and a wide array of entertainment-inspired toy lines. In 2009, Mattel is recognized among the "100 Best Corporate Citizens," as one of the "World's Most Ethical Companies" and as one of FORTUNE Magazine's "100 Best Companies to Work For." With worldwide headquarters in El Segundo, Calif., Mattel employs approximately 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 Universal Studios Home Entertainment

Universal Studios Home Entertainment is a unit of Universal Pictures, a division of Universal Studios (www.universalstudios.com). Universal Studios is a part of NBC Universal, one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. Formed in May 2004 through the combining of NBC and Vivendi Universal Entertainment, NBC Universal owns and operates a valuable portfolio of news and Entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. NBC Universal is 80%-owned by General Electric, with 20% controlled by Vivendi.

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