



Barbie(R) Premieres Her First Music and Dance Video Featuring "The Barbie" Dance by Famed Choreographer JaQuel Knight

The Barbie Music Video Features Re-recording of the 90's Hit Song "Barbie Girl" with Pink-tastic New Lyrics

NEW YORK, Aug 26, 2009 (BUSINESS WIRE) -- Today, Barbie premieres her first music and dance video - titled "Do 'The Barbie'" - to celebrate the launch of her new Barbie(R) Fashionistas(TM) dolls. The new dolls feature 12 points of movement and more than 100 plastic-fantastic poses so Barbie can bend her elbows, twist her wrists, move at the waist and roll her head. To show off these new movements, Barbie has teamed up with one of the music industry's hottest names to choreograph and produce a music video featuring a new dance - appropriately called "The Barbie" - set to a new, re-recorded version of the 90s hit song "Barbie Girl." Barbie looked to famed choreographer JaQuel Knight, the talent behind Beyonce's "Single Ladies" ("Put A Ring On It") dance craze, to choreograph the "The Barbie," a series of doll-like moves and dance grooves.

The Barbie video makes its world premiere today on the Barbie YouTube channel: <http://www.youtube.com/watch?v=u-bWHFdf6M>.

"It was really fun to work with Barbie and create a dance for her. Barbie is the biggest icon in life and I am so excited to have worked with her on her first music video," said choreographer, JaQuel Knight. "I have had the privilege of working with celebs like Beyonce and Britney Spears, and I am thrilled to add another B to the roster!"

The music video, shot in New York in July, stars three Barbie Fashionistas dolls - "Sassy," "Cutie" and "Artsy" - and features a cameo from "Hottie" Ken(R). In the video, the dolls break out of their toy boxes to "come alive" and dance "The Barbie" alongside real, life-size Barbie dancers. "The Barbie" dance is comprised of doll-like moves that can be performed to any song and ends with a signature Point, Twist, Snap.

"Barbie's first music video is an epic moment that further solidifies her place as a pop culture and entertainment icon," said Stephanie Cota, Senior Vice President, Marketing, Barbie. "Barbie's celebrity status and role in pop culture allows her to partner with the industry's best, and we love the signature dance JaQuel created. It's surprising, kicky and catchy - everyone will want to try to do 'The Barbie.'"

Knight, 20, is nominated for a 2009 MTV Video Music Award (Best Choreography for "Single Ladies"/ "Put A Ring On It"), and is currently on-set choreographing the theatrical live action "Burlesque."

The Barbie(R) Fashionistas(TM) Dolls will be available in October for an average retail price of \$11.99 each.

About Barbie(R)

Barbie(R) doll - Barbie Millicent Roberts - was "born" on March 9, 1959, in (fictional) Willows, Wisconsin. First introduced as the original Teenage Fashion Model, Barbie(R) doll has since had more than 120 careers, represented 50 different nationalities and collaborated with more than 70 different fashion designers. With one Barbie(R) doll sold every 3 seconds somewhere in the world, Barbie(R) remains the world's most popular doll and a powerhouse brand among girls of all ages. Through the decades, the Barbie(R) brand has evolved with girls, extending into entertainment, online and more than 45 different consumer products categories. Today, Barbie(R) is everywhere girls are - from Facebook, where Barbie(R) has more than 130,000 friends - to Twitter, where Barbie(R) has over 4,500 followers.

To set the record straight, Barbie(R) has never been married (she just likes wearing wedding gowns), she is "just friends" with Ken and her "real" measurements are 5 inches (bust) x 3 ¼ inches (waist) x 5 3/16 inches (hips). Her weight is 7 ¼ ounces. And, despite much discussion and controversy, Barbie(R) is in fact just an 11 ½ inch doll ... or is she?

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 TycoR/C(R), as well as Fisher-Price(R) brands,

including Little People(R), Power Wheels(R) 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.

FOR MORE INFORMATION ON BARBIE'S MUSIC AND DANCE VIDEO, PLEASE VISIT WWW.BARBIEMEDIA.COM

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