



New Mickey Mouse Plush from Disney and Fisher-Price(R) Grooves with Unprecedented Innovation

Reigning Dancing with the Stars Champion Donny Osmond Previews Dance Star Mickey at New York Toy Fair 2010

NEW YORK, Feb 15, 2010 (BUSINESS WIRE) -- The dance stars align at Toy Fair 2010 as Fisher-Price - a subsidiary of Mattel, Inc. (NASDAQ:MAT) - and Disney introduce **Dance Star Mickey**. The original Disney character, who first appeared on merchandise more than 80 years ago, will dance his way into the hearts of a new generation of children this fall. To preview the newest and most interactive Mickey character plush, two of the most beloved and legendary entertainers - Mickey Mouse and Donny Osmond - joined together today to show off some of the season's hottest dance moves. Fresh off the heels of his big ABC-TV *Dancing with the Stars* win, Mr. Osmond took to the dance floor to stroll down memory lane and shake things up with a little friendly dance competition with Mickey.

"Our newest Mickey plush, Dance Star Mickey, combines the strength of the Disney brand and its powerful storytelling content behind the Mickey Mouse character, with the magical playtime experience that Fisher-Price has been bringing to kids for nearly 80 years," said Gina Sirard, vice president, marketing, Fisher-Price. "The collaboration between Fisher-Price and Disney brings Mickey Mouse to life in an exciting new way, proving that the iconic character continues to resonate strongly with kids today. And when it comes to dance stars, it takes one to know one, so we are thrilled that Donny Osmond is here to help us show everyone just what this new Dance Star Mickey can do."

Every year Fisher-Price finds new ways to bring kids' favorite characters to life and this year the magic is Mickey. Now kids can get up and dance as their fun-loving pal Mickey Mouse comes to life right before their eyes! The new, innovative Dance Star Mickey walks, talks, and dances his way into kids' hearts, topping off his skills with an "out of this world" grand finale to one of his signature dances. With one press of Mickey's foot, Dance Star Mickey comes to life for a fun interactive experience that encourages kids to get up, get active and dance. Grooving to five different songs with styles including soul, disco, Latin and techno, the dancing Mickey plush is packed with interactive games that will have children and parents laughing and dancing along. Fisher-Price utilizes a new, innovative mechanism to replicate the most technologically-difficult actions in an extremely realistic and lifelike way.

"We worked closely with Fisher-Price to make this the most animated Mickey Mouse toy ever made and to bring out the humor and endearing personality that has made him one of the world's most beloved characters for generations," said Chris Heatherly, vice president of Disney Toys. "Kids are going to have a lot of fun doing all the silly dances with their pal Mickey - from soul to Latin to contemporary hits."

"Dance Star Mickey captures the fun, playful essence of Mickey Mouse. It is innovative, technologically advanced and packed with a lot of great content - all of which mean exceptional play value for kids," explains Chris Byrne, content director for TimetoPlayMag.com, also known as The Toy Guy(R).

Dance Star Mickey retails for \$69.99 and will be available in October at national retailers.

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 has an 80-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 Thomas & Friends, Dora the Explorer(TM) and Mickey Mouse Clubhouse. The Company's web site, www.fisher-price.com, provides valuable information and resources to parents.

About Disney Consumer Products:

[Disney Consumer Products](#) (DCP) is the business segment of The Walt Disney Company (NYSE: DIS) that extends the Disney

brand to merchandise ranging from apparel, toys, home décor and books and magazines to foods and beverages, stationery, electronics and fine art. This is accomplished through DCP's various lines of business which include: Disney Toys, Disney Fashion & Home, Disney Food, Health & Beauty, and Disney Stationery. Other businesses involved in Disney's consumer products sales are Disney Publishing Worldwide, the world's largest publisher of children's books and magazines, and www.DisneyStore.com, the company's official shopping portal. The Disney Stores retail chain, which debuted in 1987, is owned and operated by Disney in North America and Europe. The Disney Stores chain in Japan is operated under a license agreement with Disney. For more information, please visit www.DisneyConsumerProducts.com or follow us at www.YouTube.com/DisneyLiving, www.Facebook.com/DisneyLiving and www.Twitter.com/DisneyLiving.

About Donny Osmond:

Donny was born December 9, 1957 to George and Olive Osmond in Ogden Utah. He is the seventh of nine children. In his career Donny has sold over 80 million records over five decades, and has received 33 gold records, 18 of them before the age of 13. Donny Osmond emerged from near-obscure with the hit "Soldier of Love". The single went all the way to the top of the Billboard charts and garnered Donny Billboard Magazine's "Top Pop Male Artist of the Year". During the 70s, Donny and Marie were the youngest hosts of a Variety Show. In the early 90s Donny played the title role as Joseph in over 2000 performances from Sir Andrew Lloyd Webber musical Joseph and the Amazing Technicolor Dreamcoat. Reuniting with Marie on TV, he co-hosted the nationally syndicated daytime talk show Donny & Marie, for which he was not only Emmy-nominated for "Best Talk Show Host", but also for "Best Producer". In 2007 Donny was invited by Disney to star as Gaston in the Broadway production of Beauty and The Beast. Donny has generated millions of dollars over the years for several charitable organizations such as the Make-A-Wish Foundation, Best Buddies, The Children's Miracle Network, and The One Heart Foundation. Donny is the author of The New York Times bestselling book Life Is What You Make It. Today, Donny performs at the Las Vegas Flamingo Hotel with his sister, Marie. During the 9th season of ABC's Dancing With The Stars, Donny and his dance partner Kym Johnson were crowned Champions and took home the Mirror Ball Trophy. Just recently Donny has hit the airwaves with his new radio show, The Donny Osmond Show. Donny and Debbie, his wife of 31 years, have five children and two grandchildren and another grandchild due in June. Full Bio: <http://www.donny.com/donny>

Fisher-Price has sponsored Donny Osmond's appearance at Toy Fair.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6180242&lang=en>

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