American Girl Is Heading To Denver

—Park Meadows to Become New Home of Popular American Girl Store—

Middleton, WI (November 24, 2009) - American Girl®, a division of Mattel, Inc., today announced plans to open its newest experiential retail store at Park Meadows, located just minutes from Denver in Lone Tree, Colorado. The 8,500-square-foot American Girl store is slated to open in the new Vistas retail resort area of the mall in spring 2010.

"Given our unparalleled success in experiential retailing over the past decade, we are eager to bring our next American Girl store to such a premier retail destination like Denver's Park Meadows," said Wade Opland, American Girl's vice president of retail. "The premium location, coupled with the mall's world-class mix of retailers, provides us with even greater opportunities to celebrate girls in an unforgettable environment."

Visitors to Park Meadows' new American Girl store will find the complete assortment of the company's popular historical and contemporary dolls, along with a rotating selection of doll outfits, accessories, girl-sized clothing, and a variety of best-selling American Girl books. In addition, American Girl fans can treat their dolls to a new 'do in the popular Doll Hair Salon and design a cute doll-sized T-shirt in the "Creativi-Tees" boutique.

"Park Meadows is thrilled to debut Colorado's first American Girl store," said Pam Schenck- Kelly, senior general manager of Park Meadows. "The American Girl brand is an experiential destination for families and will be a welcome addition to our mix of upscale retailers and restaurants. Park Meadows offers families an unparalleled shopping, dining and entertainment experience unequaled in Colorado and in line with the finest retail destinations across the country and around the world."

American Girl has been recognized as an industry leader in experiential retail since opening its first flagship store, American Girl Place®, in Chicago in 1998. Two more flagship stores, American Girl Place New York on Fifth Avenue and American Girl Place Los Angeles at The Grove, opened in 2003 and 2006 respectively. Additional retail stores opened in Atlanta and Dallas in 2007 and in Boston and Mall of America in Minneapolis in 2008. Together, the popular retail and entertainment sites have welcomed over 28 million visitors to date.

About American Girl
American Girl Brands, LLC, is a wholly owned subsidiary of Mattel, Inc. (NASDAQ: MAT, www.mattel.com), the world's leading toy company. Since American Girl's inception in 1986, the company has devoted its entire business to celebrating the potential of girls ages 3 to 12. American Girl encourages girls to dream, to grow, to aspire, to create, and to imagine through a wide range of engaging and insightful books, age-appropriate and educational products, and unforgettable experiences. In meeting its mission with a vigilant eye toward quality and service, American Girl has earned the loyal following of millions of girls and the praise and trust of parents and educators. To learn more about American Girl or to request a free catalogue, call **1-800-845-0005** or visit www.americangirl.com.

About Park Meadows
Park Meadows is Colorado's only retail resort. Thoughtfully conceived and meticulously executed, the 1.6 million square-foot super regional shopping center combines the best of the Colorado outdoors with 180 of the finest retailers and restaurants in America. Home to Nordstrom, Macy's and Dillards, other top names include Crate & Barrel, Pottery Barn Kids, Ann Taylor, Janie and Jack, Anthropologie, Sephora, PF Changs China Bistro, Brio Tuscan Grill and The Cheesecake Factory. For more information on Park Meadows, visit www.parkmeadows.com.

About General Growth Properties, Inc.
General Growth Properties, Inc. currently has ownership interest in, or management responsibility for more than 200 regional shopping malls in 45 states, as well as ownership in master planned community developments and commercial office buildings. The Company's portfolio totals approximately 200 million square feet of retail space and includes over 24,000 retail stores nationwide. For more information, visit www.ggp.com.

Contact:
Julie Parks
American Girl
608.836.4848
julie.parks@americangirl.com