



## Mattel Wins Toy of the Year Awards for The Sing-a-ma-jigs!™ Characters

NEW YORK--(BUSINESS WIRE)-- Mattel, Inc. (NASDAQ:MAT), the worldwide leader in toys and family products, made headlines as the The Sing-a-ma-jigs!™ characters received three highly coveted Toy of the Year (T.O.T.Y.) awards. The awards were presented Saturday evening at Jazz at Lincoln Center in New York City at the Toy Industry Association's Annual T.O.T.Y Awards gala.



The Sing-a-ma-jigs!™ product garnered Innovative Toy of the Year, Preschool Toy of the Year and the prestigious Toy of the Year award, honoring the most outstanding, unique and creative toy introduced in the past year.

"We are thrilled to receive this industry recognition for The Sing-a-ma-jigs! product," said Diana Dunn-Graves, Vice President of Marketing, Fisher-Price. "It's been so exciting to see how our off-beat characters captured the imaginations of kids of all ages with their harmonizing play. And this year we are doubling the fun with The Sing-a-ma-jigs! Duets."

Nominated products cover all aspects of the industry. The TOTY ballot was overseen by the TOTY nominations committee, which is comprised of major retailers, TIA board members, toy trade journalists and academics.

### About The Sing-a-ma-jigs!™ Characters

**The Sing-a-ma-jigs!**™ characters are free-spirited, off-beat plush characters that set off unexpected laughter and excitement with each squeeze of their tummies. When The Sing-a-ma-jigs! characters sing, their little mouths open wide for each note, creating a look and sound that is truly engaging. First they chatter, then they each sing their own song, and when kids put them all together and squeeze their tummies one more time, they erupt in harmony.

The Sing-a-ma-jigs!(TM) product from Mattel garnered Innovative Toy of the Year, Preschool Toy of the Year and the prestigious Toy of the Year award last night at the Toy Industry Association's Annual T.O.T.Y. Award gala, honoring the most outstanding, unique and creative toys introduced in the past year. (Photo: Business Wire)

### About Mattel

Mattel, Inc. (NASDAQ:MAT - News) ([www.mattel.com](http://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 Tyco R/C®, as well as Fisher-Price® brands, including Little People®, Power Wheels® and a wide array of entertainment inspired toy lines. In 2011, Mattel was named as one of FORTUNE Magazine's "100 Best Companies to Work For" for the fourth year in a row. Mattel also is ranked among Corporate Responsibility Magazine's "100 Best Corporate Citizens" and the "World's Most Ethical Companies." With worldwide headquarters in El Segundo, Calif., Mattel employs approximately 31,000 people in 43 countries and territories and sells products in more than 150 nations. At Mattel, we are "Creating the Future of Play." Follow Mattel on Facebook: [www.facebook.com/mattel](http://www.facebook.com/mattel)

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### MAT-Corp

**Editors Note: Images of The Sing-a-ma-jigs!™ characters available upon request.**

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6609524&lang=en>

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