



Fisher-Price® and Disney Rock The House at Toy Fair with Debut of Newest Interactive Mickey Mouse Plush

Rock Star™ Mickey Jams with Innovative Action and Rockin' New Moves

NEW YORK, Feb. 13, 2011 /PRNewswire/ -- Fisher-Price®, Inc., a subsidiary of Mattel, Inc. (Nasdaq:MAT), and Disney Consumer Products rocked the house at New York Toy Fair for the debut of the innovative and engaging **Rock Star™ Mickey**. Last year's hugely popular Dance Star Mickey brought the iconic character to life for a new generation of fans as he soared to the top of kids' wish lists and was among the hottest toys of the holiday season. This year the excitement moves from the dance floor to the rock stage for a truly authentic rock star experience for kids.

To view the multimedia assets associated with this release, please click <http://www.prnewswire.com/news-releases/fisher-price-and-disney-rock-the-house-at-toy-fair-with-debut-of-newest-interactive-mickey-mouse-plush-116110139.html>

"We are excited to collaborate with Disney to bring one of the world's most popular characters to life. Kids have an incredibly strong emotional connection with Mickey Mouse, and we worked with Disney to put that 'magic' in a toy to offer kids a fun and valuable play experience," said Diana Dunn-Graves, vice president, marketing, Fisher-Price. "This year with Rock Star Mickey, we're bringing the pure magical experience of music and movement to the youngest fans. It's all about the fun and excitement of being in the rock star moment. Mickey will encourage kids to get on their feet, sing, dance and rock along with him. We think he can even teach today's artists a move or two."

In 2011, everyone's favorite mouse is ready to rock! Kids can get the concert started with Rock Star Mickey as he lights up the stage with his jammin' guitar and rockin' moves, or they can learn how to rock along with Mickey in the "You're a Rock Star!" mode. Kids and parents alike will be showing off their own moves as Mickey takes to the stage with three rock songs, including the classic "You Really Got Me." Mickey really gets things going as he sings, bobs his head, dances across the stage and finishes with his signature move -- the mouska-split -- where he plays the guitar with his nose! In typical rock star fashion, Mickey is hip, decked out from head to toe in rock star gear and cool shades, ready to give his fans the greatest show ever!

"Dance Star Mickey was a phenomenal success and fans have been begging for an encore. With Rock Star Mickey, we wanted to turn up the volume," said Chris Heatherly, vice president of Disney Toys. "Kids are going to have lots of fun rocking out with Mickey and we know he'll bring down the house with his mouska-split."

Rock Star Mickey will retail for \$49.99 and will be available beginning September 13th at retailers nationwide.

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's legacy of high quality toys has enhanced early childhood development for more than 80 years. The Fisher-Price Play Laboratory, celebrating its 50th anniversary this year, was the first child research center of its kind in the industry. Herman Fisher established the Play Lab to observe real children playing with the company's toys during various stages of development. The Play Lab remains at the heart of product development today. Some of the Company's best-known "classic" brands include Little People®, Power Wheels® and View-Master®. Fisher-Price is also a leading developer of baby gear products (infant swings, bouncers, high chairs), as well as a wide array of character-based toys inspired by high quality children's programming such as Dora the Explorer™, Kung Fu Panda 2™, Mickey Mouse Clubhouse, Penguins of Madagascar™ and Thomas & Friends™. The Company's web [site www.fisher-price.com](http://www.fisher-price.com), provides valuable information and resources to parents and grandparents.

About Disney Consumer Products:

[Disney Consumer Products](http://www.DisneyStore.com) (DCP) is the business segment of The Walt Disney Company (NYSE: DIS) that extends the Disney brand to merchandise ranging from apparel, toys, home decor 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.

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News Provided by Acquire Media