



Mattel and CEO Robert A. Eckert Honored by the Exceptional Children's Foundation

Mattel CEO Bob Eckert receives award for outstanding leadership

EL SEGUNDO, Calif.--(BUSINESS WIRE)-- Today, the Exceptional Children's Foundation will present Robert A. Eckert, chairman and CEO of Mattel, with the Community Leader Award at the ECF 65th Anniversary Gala. The recognition acknowledges Eckert's leadership and ongoing commitment to shaping the development of generations of children, inspiring creativity and innovation and for demonstrating what's possible through a world of play. The Los Angeles-based annual dinner will raise more than \$1 million to support the many worthwhile programs provided by ECF for children and adults with disabilities.

"ECF is thrilled to honor Bob for his leadership in shaping the healthy development of generations of children," said Scott Bowling, president and CEO of Exceptional Children's Foundation, as he prepares for his organization's 65th Anniversary Gala celebration. "Bob and the exceptional team at Mattel demonstrate a level of commitment, creativity and innovation that truly sets an impressive standard. ECF's staff and board members are so grateful to have such a committed and caring partner in Mattel."

"It is an incredible honor for Bob to be recognized by such an outstanding and worthwhile organization," said Deidre Lind, executive director of Mattel's philanthropy programs. "His caring and compassionate leadership drives Mattel's continued focus on positively impacting children around the world, and allows us to fulfill our philanthropic mission of making a meaningful difference, one child at a time."

With 15 program sites throughout Los Angeles County, ECF has helped thousands of children and adults with developmental, learning and emotional disabilities to live fuller, productive and more independent lives through a continuum of progressive and integrated community services. A hallmark of all services is the inclusion of family members in order to provide them with the information and support they need to be strong advocates for their loved ones.

About Mattel:

Mattel, Inc. (NASDAQ: [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®, 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. Mattel donates more than 2 percent of its pre-tax profit toward philanthropic activities. At Mattel, we are "Creating the Future of Play." Follow Mattel on Facebook: <http://www.facebook.com/mattel>.

About Exceptional Children's Foundation:

ECF is the only organization of its kind in California that provides a continuum of programs for individuals with special needs from birth through the senior years — supporting individuals throughout their lifespan. Serving Los Angeles County for 65 years, ECF's highly regarded programs include Early Start, day activity programs, fine arts training, vocational training, supported employment, residential services and the Kayne Eras Center, which provides educational and therapeutic services for K-12 students For more information, visit www.ecf.net.

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