



Mattel Ranks No. 12 Among 100 Best Corporate Citizens in 2012

Ranking Demonstrates Company's Commitment to Corporate Responsibility

EL SEGUNDO, Calif.--(BUSINESS WIRE)-- Mattel, Inc. (NASDAQ: MAT) today announced it has been named one of *CRO Magazine's* "100 Best Corporate Citizens" for the fourth consecutive year, ranking No. 12. This is the magazine's 13th annual ranking of best corporate citizens.

Among specific categories of performance, Mattel received high scores for excellence in Corporate Governance, as well as Human Rights and Philanthropy.

"At Mattel, we have the privilege of positively impacting the lives of children through play and we continually strive to play responsibly in all aspects of our business," said Lisa Marie Bongiovanni, vice president of Corporate Affairs for Mattel. "We are truly honored to be recognized for the fourth consecutive year as one of CRO's 100 best corporate citizens."

Last year, Mattel launched efforts to implement new sustainable sourcing principles and establish goals to measure progress on packaging. The company's sustainable sourcing goals include a commitment to composing 70 percent of paper packaging with recycled material or sustainable fiber. In addition, by year-end 2015, Mattel's paper packaging goal will increase to 85 percent.

Earlier this year, Mattel also was recognized for the fifth consecutive year among *FORTUNE Magazine's* "100 Best Companies to Work For" in 2012, ranking No. 79.

Mattel's Corporate Responsibility mission is to act with integrity in all the company does and to bring the world safe toys that grown-ups trust and children love. Mattel is committed to positively impacting its people, its products and the world by playing responsibly. Learn more about Mattel's efforts in [Corporate Responsibility](#).

The "100 Best List" documents 324 data points of disclosure—harvested from publicly available information in seven categories: environment, climate change, employee relations, human rights, governance, finance and philanthropy. The meteoric rise in the market for transparency was amply chronicled by companies' individual and aggregate performance. The research behind the CR Magazine rankings is conducted by IW Financial, an industry leader in market data and analysis. The List methodology is published by *Corporate Responsibility Magazine*, found online at www.thecro.com.

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 Thomas & Friends®, Little People®, Power Wheels® and a wide array of entertainment-inspired toy lines. In 2012, Mattel was named as one of *FORTUNE Magazine's* "100 Best Companies to Work For" for the fifth year in a row. Mattel also is ranked among *Corporate Responsibility Magazine's* "100 Best Corporate Citizens." With worldwide headquarters in El Segundo, Calif., Mattel employs approximately 28,000 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

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