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**BARBIE® GETS INTO THE SWING OF THINGS WITH PRO GOLFER BRITTANY
LINCICOME INSPIRING GIRLS TO TAKE TO THE TEE**

LOS ANGELES (March 8, 2010) – For more than five decades, Barbie® has been a perfect reflection of fashion and culture and has served as an inspiration to girls of all ages. This year, as part of the Barbie® brand's I Can Be... campaign, Barbie® is empowering girls to dream it all, try it all and live it all. As part of this commitment, Barbie® has partnered with 10 women who continue to serve as ambassadors of dreams and role models for girls. Named earlier this year as one of Barbie® doll's "10 Women to Watch in 2010," Barbie® has forged a partnership with LPGA player Brittany Lincicome, the defending champion of the 2009 Kraft Nabisco Championship (KNC), to excite girls about the sport of golf and encourage them to live an active lifestyle.

"Golf has always been a big part of my life; it has helped teach me discipline and perseverance and has also allowed me to have fun while doing something I love," said Lincicome. "I am thrilled to partner with the Barbie brand to help introduce and inspire more girls to take an active interest in the sport of golf."

"We know girls are interested in participating in a wide array of athletics, and through our partnership with Brittany, we are excited to introduce girls to the world of golf," said Sarah Buzby, Director of Marketing, Barbie®. "Selected as one of Barbie's '10 Women to Watch in 2010,' we see Brittany as a fantastic role model for girls and know that she, along with Barbie, can inspire girls to live an active lifestyle and encourage them to get out on the course."

Throughout the year Brittany and Barbie® will be hosting several clinics to further girl's education and involvement with the sport of golf. This summer, Barbie® is also introducing a new line of branded golf clubs with Accu-length and additional golf accessories bringing Barbie's signature pink style to the course in a fun way. Barbie® branded Accu-length clubs will be available online timed to the KNC. Together, Brittany and Barbie® are paving the way for future generations of girls to tee up.

About Brittany Lincicome

A golfer since she was nine-years-old, Brittany Lincicome is a professional golfer playing on the LPGA tour. Prior to going pro in October 2004, Brittany was a five time Rolex Junior All-American, winner of 3 AJGA titles and a two time PING Junior Solheim Cup Team member. As a professional, she is a 3-time winner. Her wins include the HSBC Women's World Match Play Championship in 2006, the Ginn Open in 2007 and her first major victory at the Kraft Nabisco Championship last year.. Brittany has represented the United States in 2 Solheim Cups and is the only player to have finished in the top 3 in driving distance each year for the past 5 years. Later this month, Brittany will be defending her title at the 2010 KNC being held in Palm Springs, Calif.

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 2009, Mattel is recognized among the "100 Best Corporate Citizens," as one of the "World's Most Ethical Companies" and as one of FORTUNE Magazine's "100 Best Companies to Work For." With worldwide headquarters in El Segundo, Calif., Mattel employs approximately 30,000 people in 43 countries and territories and sells products in more than 150 nations. Mattel's vision is to be the world's premier toy brands—today and tomorrow.

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