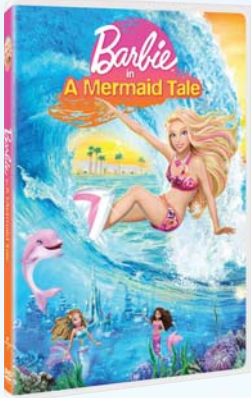




Barbie makes a Big Splash with her newest DVD,  
**“Barbie™ in a Mermaid Tale!”**

**Barbie™ In a Mermaid Tale DVD**



In this contemporary tale, Barbie® stars as Merliah™, a champion surfer from Malibu, living a great life with fabulous friends, and an unexpected family secret. One minute she’s a normal girl and the next she’s a mermaid! Merliah™ and her dolphin friend Zuma set off on an undersea adventure to rescue her mother, the queen of Oceana. Along the way she makes new friends, and together they save the ocean kingdom. In the end, Merliah™ discovers what makes you different can also be your greatest strength. “Barbie™ in a Mermaid Tale” DVD also includes engaging outtakes from the film, an exclusive music video of the original song “Queen of the Waves” and an original featurette starring surfer Stephanie Gilmore that will inspire girls of all ages to embrace their unique talents.

ARP: \$19.99 | Age: 3+ | Available: March 9, 2010

**Barbie™ In a Mermaid Tale Merliah™ Doll**



Celebrate the release of Barbie’s newest DVD adventure, “Barbie™ in A Mermaid Tale,” with Merliah™, the star of the movie. Merliah™ transforms from surfer girl to stunning mermaid by simply pulling down her hood. Additionally, the Merliah™ doll features color change technology — when placed in cold water her hair and toe nails turn pink and unique body art appears on her stomach and arm. Included with the doll is her ocean friend Zuma, a glittery, pink dolphin.

ARP: \$16.99 | Age: 3+ | Available: Now

**Barbie™ In a Mermaid Tale Swim ‘N Style™ Assortment**



In the movie, Merliah™ meets two fabulous fashionista mermaids who she befriends. Finned Barbie® dolls definitely have more fun! Girls will have a blast with the cold water-activated color change feature on each mermaid’s necklace.

ARP: \$10.99 | Age: 3+ | Available: Now



**Barbie™ In a Mermaid Tale Seahorse Stylist™ Doll Assortment**

What's even better than a beauty makeover? A mermaid makeover of course! The Seahorse Stylists are fashion-savvy mermaids who love to make a splashy style statement. Each Seahorse Stylist's hair changes color with cold water, giving you endless and easily changeable fashion play opportunities. Even better, each Seahorse Stylist also includes a glittery seahorse friend!

ARP: \$10.99 | Age: 3+ | Available: Now



**Barbie™ In a Mermaid Tale SEASHELL SURPRISE™ Assortment**

Girls can start their own "Barbie™ In a Mermaid Tale" fashion collection with these fabulous multi-functional bracelets. Open the seashell bracelet to reveal a mini mermaid or pet for play on the go! Collect them all for waves of fun!

ARP: \$5.99 | Age: 3+ | Available: Now



**Barbie™ In a Mermaid Tale Beach Doll (Pink/Blue)**

Get ready for the beach with Barbie® as Merliah™ from "Barbie™ in a Mermaid Tale". These beach-ready Barbie® dolls come dressed in fabulous a pink or blue swimsuit.

ARP: \$5.99 | Age: 3+ | Available: Now



**Barbie™ In a Mermaid Tale Beach Doll**

Girls will have fun with all their favorite co-stars and characters from "Barbie™ In a Mermaid Tale"! Re-enact your favorite scenes from "Barbie™ in a Mermaid Tale" with Barbie™ doll's BFFs.

ARP: \$5.99/each | Age: 3+ | Available: Now

**Media Contacts:**

Ketchum PR | Chad Nishimura | 310-584-8333

chad.nishimura@ketchum.com