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## ▶ THE IMAGINATION OF CHILDREN INSPIRES OUR INNOVATION

### Mattel Releases 2011 Annual Report

Looking back on 2011 in the recently published Mattel Annual Report, it was a year of some significant challenges as the retail environment continued to be cautious. However, Mattel managed its business accordingly as these challenges played out and as a result, 2011 marks Mattel's third consecutive year of solid performance. The specific details of which are all outlined in the Annual Report.

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### Mattel Office Established in Russia

After a decade of exporting toys to Russia, Mattel has officially opened an office in southern Moscow to bring play to the country's growing population of children.

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### 2012 Licensing Summit Preview

For the first time ever, Mattel Global Consumer Products will host licensee partners from around the world in one location to showcase Mattel's portfolio of brands at the 2012 Licensing Summit.

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### Mural at Mattel Children's Hospital UCLA Offers Playful Distraction

A new wall mural is brightening the clean lines and minimalist details of the fifth floor and, more importantly, patients' spirits at Mattel Children's Hospital UCLA.

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### Barbie Shares Her Closet

What do you get when the New York Toy Fair and New York Fashion Week collide? Barbie's larger-than-life Dream Closet, of course!

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### Barbie at Colette's 15th Anniversary in France

Mattel France once again partnered with Colette, the trendy multibrand concept store in Paris, to celebrate the fashion retailer's 15th anniversary in March.

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## Awards



Mattel continuously wins awards around the world in a variety of categories. Awards highlighted here demonstrate a few of the dynamic programs, products and initiatives that together help maintain Mattel's standing as the worldwide leader in the design, manufacture and marketing of toys and family products.

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# Mattel Releases 2011 Annual Report

Looking back on 2011 in the recently published [Mattel Annual Report](#), it was a year of some significant challenges as the retail environment continued to be cautious. However, Mattel managed its business accordingly as these challenges played out and as a result, 2011 marks Mattel's third consecutive year of solid performance. The specific details of which are all outlined in the Annual Report.

As Mattel sets out to deliver the 2012 plan, our focus will be on four keys:

1. Plan for growth
2. Structure for growth
3. Nurture our talent
4. Accelerate an innovative culture

Mattel's continued success will be based on finding the optimal balance between continuity and change, and keeping pace with where the industry and kids are going. This will be achieved by leveraging Mattel brands, insights, creativity and business intelligence across all divisions and geographies—something also known as "One Mattel."

Read Bryan's Stockton's [Letter to Shareholders](#) in the 2011 Annual Report.



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## ▶ MATTEL NEWS

### Mattel Russia Officially Open for Play



**Team Mattel Russia and guests celebrate the opening of a new office in the southern part of Moscow.**

This is an important step in Mattel's Emerging Markets strategy. Russia has a total population of 140 million people, which is growing as 1.7 million babies are born per year. These numbers translate into a significant opportunity for Mattel to bring its branded products and toys to a population that values education and child development.

Stay tuned for more news from Russia as Mattel works to get a foothold in this crucial market, beginning with upcoming initial product shipments and warehouse openings!

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After a decade of exporting toys to Russia, Mattel has officially opened an office in southern Moscow to bring play to the country's growing population of children. Mattel UK and the Eastern European Leadership Team, as well as EVP International Geoff Massingberd were all in attendance to celebrate the new subsidiary office and outline key objectives for the growing local team led by Mattel Russia General Director Andrey Savchenko.



**Dean Ikin, Mattel UK VP of Finance and Julia Abrahams, Mattel IT Director.**

## 2012 Licensing Summit Preview

By [Kathleen Warner](#), Global Consumer Products, El Segundo

### PLAY TO GROW

is scheduled to take place from April 29 through May 2. The objective of the summit is to enhance our relationships with licensing partners and work together to establish and implement growth plans for the coming years.

Appropriately themed "Play to Grow," the three-day event will consist of a series of meetings intended to inform, inspire and ultimately grow Mattel's Consumer Products business worldwide. The attendees will include licensees, consumer products groups, global brands teams and representatives

For the first time ever, Mattel Global Consumer Products will host licensee partners from around the world in one location to showcase Mattel's portfolio of brands at the 2012 Licensing Summit. The summit

from Mattel subsidiaries coming from all regions—North America, Latin America, Europe, Eastern Europe and Asia Pacific. The summit will feature:

- Presentations by the Global Brands teams highlighting the strategic vision and marketing plans for 2013, as well as information on how licensees can showcase Mattel's core IP.
- Regional meetings with detailed discussions about ways licensees can locally integrate these plans to grow brands.
- A global trade show where licensees will display their products, share development ideas and help stimulate distribution opportunities for partners.
- An awards gala featuring an amazing Hot Wheels stunt, Barbie fashion show and presentation of awards to Mattel's licensing partners.

Mattel has approximately 1,500 global licensees that deliver more than 75,000 SKUs to comprise a robust consumer products portfolio, which generates \$1.8 billion at retail every year.

This Licensing Summit gives Mattel a unique opportunity to bring this group together in one location to build stronger partnerships that will help ensure success as we implement strategies and look toward future growth.

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## Friend of Barbie Will Bring Joy to Children with Hair Loss

As you may have read in the media recently, Mattel will produce a fashion doll that includes wigs, hats, scarves and other fashion accessories to provide girls with a traditional fashion play experience. For those girls who choose, the wigs and head coverings can be interchanged or completely removed. These dolls, which will be a friend of Barbie, will be distributed exclusively to children's hospitals and other hospitals treating children with cancer throughout the U.S. and Canada, directly reaching girls who are most affected by hair loss. We made the decision not to sell these dolls at retail stores and profit from them, but rather more directly and immediately get these into the hands of children who can most benefit from a play experience with these dolls. This decision demonstrates Mattel's commitment to encourage play as a respite for children in the hospital and bring joy to children in need. Mattel's ongoing commitment to extending play to children occurs through our dedicated support of a variety of children's organizations and needs through a multitude of philanthropic activities. The dolls will be donated through the Children's Hospital Association, with whom we have a long standing relationship, as well as through CureSearch for Children's Cancer. We will also donate some of these dolls to the National Alopecia Areata Foundation.

Remember, any consumer inquiries on this topic should be sent to our Consumer Relations team at [service@mattel.com](mailto:service@mattel.com) and media inquiries should be forwarded immediately to [Corporate.Communications@mattel.com](mailto:Corporate.Communications@mattel.com).

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## See What Happens... When Barbie Invites You



## into Her Dream Closet

By [Dimitri Czupyo](#), Mattel Brands Public Relations, El Segundo

What do you get when the New York Toy Fair and New York Fashion Week collide? Barbie's larger-than-life Dream Closet, of course! This year's "mash up" created a toy-couture moment-in-time that flung the doors open to the brand's first truly global campaign running in the United States, France, Brazil, Australia, Mexico and Germany. Titled "See What Happens When You Play with Barbie," the campaign celebrates the style icon and her role in delivering a never-ending array of fantasy-to-career outfits for girls to explore.

New York's Lincoln Center event and week-long installation transported guests through 24-foot-tall jeweled doors and into 9,000 square feet of pink fantasy, bringing the new commercial to life...literally. The fantastical world of pink poodle topiaries and cotton candy clouds in the spot directed by Floria Sigismondi (best known for the popular music videos of such artists as Katy Perry and Christina Aguilera) came alive with hundreds of fashion elite and toy industry insiders mingling amongst poppy DJ music.



Barbie Dream Closet (Brooke Shields, center, poses with models styled in Barbie's most iconic looks)



2012 Quintessential Doll Pink Door: This year, Barbie invites girls to play with fashion and dress up their imaginations with a new global brand campaign.

The multi-room closet included high-tech dressing room vignettes, where guests could virtually "try on" more than 30 of Barbie's (and Ken's) most iconic looks of the past five decades—from career to couture—via cams and augmented reality technology. From virtual to real-life, Barbie fashion models waved to the crowd from the balconies of the closet, wearing looks inspired by iconic Barbie styles. But these clothes were true couture....all on loan from the Albright Fashion Library, including designs by Oscar de la Renta, Alexander McQueen and Chloe.

Don't worry—if you couldn't make it to the event, you can still enjoy the fashion fun on [BarbieWow.com](#) —a global digital portal in more than 30 countries. There you can step inside The Dream Closet with new media channels of "sharing and trending" that will turn raiding Barbie's wardrobe into real-time, globally-shared experiences. So log on and try on something fun....do you want to be an astronaut or CEO? Mermaid or princess? After all, the only thing bigger than Barbie's Dream Closet is your imagination!

View the Barbie Dream Closet video [here](#).

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## Barbie at Colette's 15th Anniversary in France

Mattel France once again partnered with Colette, the trendy multibrand concept store in Paris, to celebrate the fashion

retailer's 15th anniversary in March. The Barbie brand and Colette enjoyed a successful promotional opportunity in 2009 for Barbie's 50th Anniversary with a special boutique featuring a capsule apparel collection "Barbie by Jeremy Scott," as well as other Barbie accessories.

To celebrate its 15 years in business, Colette conceived a carnival open to the public in the Jardin des Tuileries. The two-day event featured a 43,000-square-foot circus tent filled with 120 stands manned by iconic brands, including Barbie. Our favorite international fashion doll made her presence known with an impactful pink Barbie "Wow" campaign styled display and opportunities for attendees to have a photo session with real live Barbie models.



The Colette "Carnaval" drew more than 20,000 people and an additional 2,000 attendees at an invitation only VIP party one evening. For increased exposure, Mattel France invited retail partners Carrefour and the Barbie Collector team to join in the festivities. The event generated extensive media attention, as well as significant social media and web buzz.

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## AWARDS

Mattel continuously wins awards around the world in a variety of categories. Awards highlighted here demonstrate a few of the dynamic programs, products and initiatives that together help maintain Mattel's standing as the worldwide leader in the design, manufacture and marketing of toys and family products. If you have any awards to include in the next issue of *Mattel One*, please e-mail [MattelOne@mattel.com](mailto:MattelOne@mattel.com).

## 2012 Matty Awards Celebrate Mattel's Creativity

This year's Matty Awards were "swell," just like Matty, Mattel's iconic mascot from back in the day (circa 1960s), used to say! The awards

ceremony was just as fun as the toys and employees the company was honoring— with BMX bike riders doing stunts, as well as a stellar duet by Barbie and The Popstar. Celebrities Brodus Clay from the WWE and Adam West, who played Batman in the classic television series, also joined in on the festivities. The true stars of the celebration, however, were the Matty Award winners!



**And the winners are...**

***EVP Awards***

The DC Mail Room Crew

Johanna Stein, Sr. Manager, Mattel Consumer Insights

***Toy Awards***

New Technology of the Year: Barbie Designable Hair Extensions

Package of the Year: Monster High

Consumer Product of the Year: Bentex for Monster High Sportswear

Process Improvement of the Year: Brand Directional Outline (BDO) in a week

Commercial of the Year: "I Can Be" Campaign

Global Excellence Award: Cars 2 Promotional Marketing Plan

Storytelling/Content of the Year: Team Hot Wheels

Marketing Program of the Year: Barbie "Barbie Said Yes"

Entertainment Partner of the Year: Disney/Pixar for Cars 2

Giving Back to the Community Award: Mattel Children's Hospital UCLA Artwork

Design of the Year: Hot Wheels Wall Tracks

People's Choice Award: Hot Wheels Wall Tracks



***Top 10 Toys of 2011:***

10) WWE Rumbler Rig

9) Password Journal

8) Cars 2 Assortment

7) Angry Birds Game

6) Disney Princess Castle

5) UNO Roboto

4) Barbie Designable Hair Extensions

3) Hot Wheels Wall Tracks

2) Monster High Dolls

1) Fijit Friends





To view a video of the Matty Awards ceremony, click [here](#).

## Congratulations to Our Chairman's Award Recipients!

At Mattel, we are stewards of the most amazing and time-tested family of brands in the world. Building successful brands, however, takes much more than great products, it also takes great people.

To recognize the people behind the brands, Bob Eckert started the Chairman's Award in 2002. This annual award recognizes outstanding work by our leaders in critical areas of focus for the company during the previous year and also looks at the employee's overall body of work and service at Mattel. We all know the products behind our brands, but let's get to know some of the people. This year's Chairman's Award recipients are:

**Bill Ganey**, VP Sales, Walmart, 30 years of service

Bill led the sales team to high recognition at Walmart as Toy Department Supplier of the Year in 2001 and 2006 and Walmart Girls Supplier of the Year 2010. Additionally, in past years, he has helped Mattel gain vendor/supplier of the year recognition at both Kmart and Target. He has achieved assigned shipping goals for five consecutive years and was instrumental in establishing the first CBT model within Walmart.

**Scott Goodman**, SVP, Global Product Development, 25 years of service

Scott was recognized for his leadership on multiple task forces responsible for tens of millions of dollars in cost savings for Mattel. He was a key member of Product Lifecycle Management (PLM) project, 3rd House, the critical Global D&D Project and the inn@mattel. Scott also was the principal sponsor for the company-wide Electronics Center of Excellence, co-sponsor/leader of the EE Summits and serves as a mentor for the Women of Mattel Mentorship Program. Scott is also very active in the community, serving as chair of the Children Affected by AIDS Foundation (CAAF) 'Inspired by Kids' Art Show event and the Dream Halloween event.

**Laura Owens**, VP Capacity & International Demand Planning, Operations Planning & Finance, 27 years of service

Laura is well respected throughout the organization and known as a collaborative, action-oriented business partner. Her ability to coordinate Mattel's capacity management and inventory control efforts are essential to the company's success. She recently led efforts around Phase Zero of the Product Lifecycle Management (PLM) project and prepared the business plan for phase one.

**Gabriel Zalzman, SVP & GM SEUR, 13 years of service**

Gabriel has demonstrated strong leadership for Mattel internationally throughout his career. Through this leadership, he was successful in building France, Spain, Italy and Portugal into a true cluster from a collection of independent subsidiaries. He was the key driving force in developing collaborative and aligned working processes across the European Region, all culminating in an outstanding 2011 in a most challenging economic environment in Southern Europe.

## Philanthropy Team Garners Recognition



**Deidre Lind Receives Women in Toys Award**

Deidre Lind, Executive Director of Mattel Children's Foundation and Mattel Philanthropy Programs, was recently honored with a "Women in Toys Wonder Women" award in the Social Responsibility category. The annual awards dinner took place on the opening night of the 109th New York International

Toy Fair. Lind was one of the 15 women honored who represent the most influential and impactful women business leaders in toys, licensing and children's entertainment. Congratulations to Deidre for receiving this special honor, and to the other women of Mattel, listed below, who were nominated for Women in Toys Awards!



- Lifetime Achievement nominee: Kathleen Alfano, Sr. Director of Child Research, Fisher-Price Global Brands
- Designer/Inventor category nominee: Lily Martinez, Director of Product Design, Girls Creative
- Designer/ Inventor category nominee: Tina Zinter-Chahin, SVP Fisher-Price Global Brands Creative



**Deborah Dicochea Named Woman of Distinction**

Assemblymember Betsy Butler (D-Los Angeles) recently honored Deborah Dicochea, Manager of the Mattel Children's Foundation, with a 2012 Woman of Distinction award. The award presentation was held at The Firehouse Cafe in Venice, Calif., and celebrated the work of exceptional women within the 53rd Assembly District of California who have contributed to their community.

Dicochea has been with Mattel 20 years and has worked with the company's philanthropy team for the past 10 years. At the heart of Mattel's giving culture, Dicochea helps direct the impact Mattel makes in the community each year. In submitting Dicochea's nomination for the honor, one colleague wrote, "She inspires others with her kind heart, generous giving, innovative ideas and leadership to make positive change in the community."

## Mattel Mexico Receives Recognition from Walmart

Mattel Mexico recently received a vendor award from Walmart recognizing outstanding performance in the general merchandise category. Each year, Walmart awards vendors in seven categories related to store departments including: grocery, clothing, consumable goods, perishable goods, general merchandise, and two rapid growth awards for small vendors. In the last three years, Walmart Mexico has opened 232 stores, and 2011 was the first year Mattel convinced the retail partner to dedicate space for toys for optimum sales opportunities.

Congratulations to Team Mattel Mexico for a job well done!



Gabriel Galvan, Mattel Mexico Director of Sales, accepts the award from Walmart Mexico executives. On Galvan's left are Nataly Jaramillo, Mattel Mexico Associate Manager of Key Accounts and Jose Cantu, Mattel Mexico Sr. Manager of Key Accounts.

## Barbie Fashion Model Collection Wins Photography Award

Mattel is pleased to congratulate four employees who teamed up to produce beautiful photos for the Barbie Fashion Model Collection Mila doll, which are listed among the gold award winners of Graphis Photography Annual 2012. View the entire 100 Best in Photography list on [Graphis' website](#). Paul Jordan, photographer; Robert Best, Barbie designer; Mary Jordan, stylist; and Lars Auvinen, set designer comprised the creative dream team who made winning this award possible.

Robert Best designed the Mila doll with a strikingly sweet face and Matryoshka doll print, both of which pay homage to Russian nesting dolls. The Mila doll came to life in Paul Jordan's photos with the help of a realistic Russian train station backdrop painstakingly modeled by Lars Auvinen, complemented by the expert styling of Mary Jordan.







Graphis publishes work from the best in design, advertising, photography and illustration, and their Annuals represent the best internationally produced work in each of the four disciplines. All featured work is carefully judged from a pool of entries, and only the most impressive work is selected for inclusion in the Annuals.

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## ▶ MATTEL PHILANTHROPY NEWS

# New Mural at Mattel Children's Hospital UCLA Offers Patients a Playful Distraction

A new wall mural is brightening the clean lines and minimalist details of the fifth floor and, more importantly, patients' spirits at Mattel Children's Hospital UCLA. Mattel, Blik Design Firm and Mattel Children's Hospital UCLA worked together to transform suggestions from patients and their family members into a magical world complete with an enchanted forest, whimsical garden and an undersea adventure. The beautiful mural was unveiled to patients and their families during a holiday party, but is a gift that will keep on giving.



**Mattel Children's Hospital UCLA Entrance**

A core team from Mattel, consisting of Dave Voss, Matt Alford, P.J. Lewis and Michael Warren, dedicated their time to make this project come to life. Leading the team's efforts were Dave Voss and Matt Alford who provided artistic direction to Blik Designs and partnered with Mattel Children's Hospital UCLA to request patient and staff feedback in order to get the child-friendly atmosphere just right.

"One child was so excited to see all of the characters around the wall, she walked all around the unit, despite her discomfort following surgery. The young girl said she wanted 'to see all of the pictures' before returning to her room," said Amy Bullock, director of UCLA's Chase Child Life Department. "The murals add positivity to the unit and put smiles on everyone's faces."



**Reception Desk**



**Patient Room Hallway**

Mattel Children's Hospital UCLA is housed within the Ronald Reagan UCLA Medical Center and because murals offer a playful distraction for patients and families in need of a break from treatment, the project will expand to other areas of the hospital. Future phases include adding murals on other floors, as well as in the pediatric units at UCLA Medical Center, Santa Monica.

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## ▶ TOY SPOTLIGHT

# Mattel Brings Innovation, Inspiration and Imagination to New York Toy Fair 2012

By [Dimitri Czupylo](#), Mattel Brands Public Relations, El Segundo

Mattel captured the attention of industry leaders and kids-at-heart at the 2012 New York Toy Fair, opening "portfolio of play" to great excitement and acclaim. From Barbie to Hot Wheels, Monster High and Fisher-Price, Mattel again showed the world that it continues to put the future of play in the hands of kids like no one else can.

On the eve of Toy Fair, Mattel made history, capturing four highly-coveted Toy of the Year Awards (TOTYs) from the Toy Industry Association. By definition, the TOTYs "salute the creativity and playful spirit" of toys launched during the previous year. As the company that put track sets on walls, brought a robotic girl to life and transformed a hit mobile app into a hit tabletop game, it's safe to say that Mattel has—and continues to—elevate the bar for others.



Wall Tracks Power Tower Track

Hot Wheels thrilled boys of all ages with Wall Tracks™, the 2011 Boy Toy and Innovative Toy of the Year. Elevating innovation once again, Hot Wheels adds power in 2012 to these gravity-defying tracks with **Wall Tracks™ Power Tower track**.

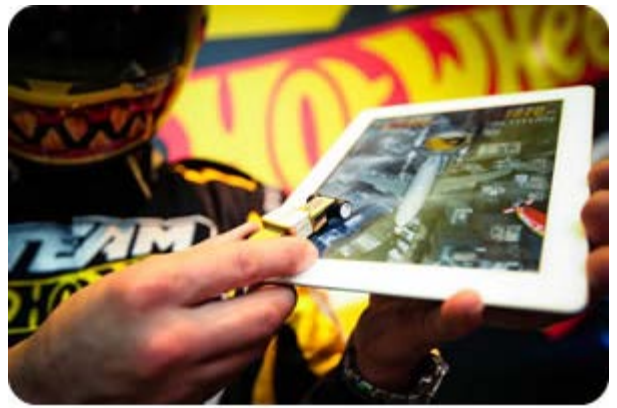


Yippits will be introduced in 2012

Every girl's robotic best friend, **Fijit Friends**, talked, joked and danced their way to capturing Girl Toy of the Year. Later this year, young imaginations will go crazy over new **Yippits™**, dynamic dancing pets that offer girls even more interactive possibilities with **Fijit Friends**.

The Angry Birds Knock On Wood Game

catapulted its way to Game of the Year, and Mattel is again revolutionizing digital play with **Apptivity™**. Merging physical toys with tablets, this immersive play experience will allow kids to safely play on the screen of an iPad. Hot Wheels races onto tablets in May followed by Angry Birds, Fisher-Price, Barbie, Monster High, WWE and more. The youngest techies can get in the Apptivity™ fun with Fisher-Price's new **Laugh & Learn™ Apptivity™ Monkey**.



### Hot Wheels Apptivity launches in May

No one makes an entrance like Barbie! Catching the eye of attendees when Toy Fair officially opened, the world's most glam doll introduced the must-have accessory of 2012—**Barbie® Photo Fashion™ Doll**. Combining fashion and tech, Barbie features a digital camera so girls can capture and instantaneously project images on her tee. *Parenting Magazine* loved the new trend so much they awarded Barbie Photo Fashion™ Doll a 2012 Toy Fair Best in Play Award!



Barbie Photo Fashion Doll

So, cheers to the winning teams of 2011—and 2012. Mattel's Magic 8 Ball sees more wins in our near future!

For a complete list of TOTY winners, click [here](#).

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