



January 13, 2015

Mattel Announces Changes to Executive Leadership Team

Richard Dickson Appointed President, Chief Brands Officer;
Tim Kilpin Appointed President, Chief Commercial Officer

EL SEGUNDO, Calif.--(BUSINESS WIRE)-- Mattel, Inc. (NASDAQ: MAT) today announced key changes to the company's Executive Leadership Team, effective immediately. Richard Dickson and Tim Kilpin will assume expanded responsibilities as President, Chief Brands Officer and President, Chief Commercial Officer, respectively. Both Mr. Dickson and Mr. Kilpin will report to Mattel Chairman and CEO, Bryan G. Stockton.

"As we take bold steps to transform Mattel into a more nimble, creative and consumer-centric company, Richard and Tim will play a critical role in ensuring that our global brands and commercial teams are in lockstep, as we focus on bringing the most on-trend and in demand products to market," commented Mr. Stockton.

Mr. Dickson will continue to oversee worldwide brand, design, development and marketing strategies for the Mattel and Fisher-Price® portfolio of core brands, including Barbie®, Hot Wheels® and Thomas & Friends®. Mr. Dickson will assume additional responsibility for the company's global consumer insights, marketing communications, innovation and digital initiatives groups. Mr. Dickson was appointed Chief Brands Officer in 2014, having previously served as president and CEO of branded businesses at The Jones Group, Inc. Prior to The Jones Group, Mr. Dickson held key leadership positions at Mattel.

Mr. Kilpin will now direct the company's sales and marketing operations globally. Mr. Kilpin will continue to be responsible for further strengthening Mattel's presence in developed and emerging markets throughout Europe, Latin America and Asia. In addition, Mr. Kilpin will assume additional responsibility for the North American division, with oversight of all sales and marketing activity in the United States and Canada. Mr. Kilpin was appointed Executive Vice President, International in 2014. He has held a variety of leadership positions with Mattel and The Walt Disney Company over the course of his career, having first joined Mattel in 1984.

"Along with their talented global teams, I am confident that Richard and Tim will continue to drive positive, lasting, transformative change for Mattel," Mr. Stockton added.

About Mattel

The Mattel family of companies (Nasdaq: MAT) is the worldwide leader in the design, manufacture and marketing of toys and family products. Mattel's portfolio of best-selling brands includes Barbie®, the most popular fashion doll ever produced, Hot Wheels®, Monster High®, American Girl®, Thomas & Friends® and Fisher-Price® brands, including Little People® and Power Wheels®, MEGA® Brands, including MEGA BLOKS® and RoseArt®, as well as a wide array of entertainment-inspired toy lines. In 2013, Mattel was named one of the "World's Most Ethical Companies" by Ethisphere Magazine and in 2014 ranked No. 5 on Corporate Responsibility Magazine's "100 Best Corporate Citizens" list. With worldwide headquarters in El Segundo, Calif., Mattel's companies employ nearly 30,000 people in 40 countries and territories and sell products in more than 150 nations. At Mattel, we are Creating the Future of Play. Visit us at www.mattel.com, www.facebook.com/mattel or www.twitter.com/mattel.

MAT-CORP

Mattel, Inc.

News Media:

Alex Clark, 310-252-6397

alex.clark@mattel.com

or

Securities Analysts:

Drew Vollero, 310-252-2703

drew.vollero@mattel.com

Source: Mattel, Inc.

