



January 12, 2015

Mattel Announces Upcoming Events

EL SEGUNDO, Calif.--(BUSINESS WIRE)-- Mattel, Inc. (Nasdaq: MAT) today announced that it plans to release its fourth quarter and year-end financial results for the 2014 fiscal year on Friday, January 30, 2015 at approximately 6:00 a.m. Eastern time. Following this, Bryan G. Stockton, Mattel's CEO and Kevin Farr, the company's CFO will host a conference call and webcast at 8:30 a.m. Eastern time.

The fourth quarter financial results conference call will be webcast on the "Investors" section of Mattel's corporate website, <http://corporate.mattel.com>. To listen to the live call, log on to the website at least 15 minutes early to register, download and install any necessary audio software. An archive of the webcast will be available on the company's website for 90 days and may be accessed beginning two hours after the completion of the live call. A telephonic replay of the call will be available beginning at 11:30 a.m. Eastern time the morning of the call until Friday, February 6, 2015, and may be accessed by dialing +1-404-537-3406. The passcode is 61570566.

In addition, Mattel announced that company executives will host securities analysts for a product and marketing overview, followed by a tour of Mattel's gallery at the North American International Toy Fair, on Friday, February 13, 2015, in New York City.

Certain financial and statistical information included in the webcast, such as information required by Regulation G, will be available at the time of the webcast on the "Investors" section of <http://corporate.mattel.com>.

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.

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