February 17, 2018

Mattel Expands Partnership With Tynker, Setting Goal To Introduce 10 Million Kids To Coding By 2020

EL SEGUNDO and MOUNTAIN VIEW, Calif., Feb. 17, 2018 /PRNewswire/ -- Mattel (NASDAQ: MAT), the leading global learning, development and play company, announced today a commitment to introduce 10 million kids to coding by 2020 through an expanded partnership with Tynker, the award-winning computing platform used by one in three U.S. schools.

Mattel and Tynker began their partnership in 2015 by developing Hot Wheels® and Monster High® programming experiences that reached almost 4 million kids. This year, the long-time partners are slated to launch seven Barbie® coding lessons that will teach girls about computer science and programming and expose them to careers such as Pet Vet, Astronaut and Robotics Engineer. This is just the next step in a multi-year partnership to introduce kids to the power of computing.

"Through this collaboration, we continue our commitment to providing meaningful play experiences that are fun while helping kids with STEM learning, an important 21st century learning skill," said Sven Gerjets, CTO of Mattel. "By exposing kids to STEM experiences on Tynker through Mattel characters they know and love, they may develop a passion for science and computing that could lead them to a career in a STEM-related field."

Mattel and Tynker have a number of key initiatives slated for 2018, including:

- **Dedicated Barbie Careers Programming Experience** - The Barbie™ programming experience is designed for beginners (grades K and up), and will gradually introduce young learners to basic programming concepts by casting them in different career roles alongside Barbie. The experience will include seven modules and will launch alongside the reveal of Barbie's "Career of the Year" in Summer 2018.
- **Mattel Code-A-Thon and Teacher Outreach** - Mattel and Tynker will host a digital event during Back to School to encourage kids to participate in programming, featuring their favorite characters. Because teachers are important partners, the two companies will also work together to provide teachers with the tools needed to leverage this content in the classroom.
- **Global Student Engagement** - Mattel and Tynker will continue to leverage content from Barbie, Hot Wheels, and Monster High to promote the 2018 Computer Science Education Week Hour of Code™ in December.

"For close to 75 years, Mattel has taken a visionary approach to advancing play for kids around the world, most recently promoting computer programming and other STEM skills alongside iconic brands like Barbie, Hot Wheels and Monster High," said Krishna Vedati, Tynker's co-founder and CEO. "We are very excited by this expanded partnership and the ambitious—but achievable—goal of teaching 10 million kids to learn to code by 2020 using Mattel brands."

For more information on how Mattel and Tynker have teamed up to inspire millions of children to develop coding and computer programming skills, please visit www.Mattel.com and www.tynker.com.

About Mattel
Mattel is a global learning, development and play company that inspires the next generation of kids to shape a brighter tomorrow. Through our portfolio of iconic consumer brands, including American Girl®, Barbie®, Fisher-Price®, Hot Wheels® and Thomas & Friends™, we create systems of play, content and experiences that help kids unlock their full potential. Mattel also creates inspiring and innovative products in collaboration with leading entertainment and technology companies as well as other partners. With a global workforce of approximately 32,000 people, Mattel operates in 40 countries and territories and sells products in more than 150 nations. Visit us online at www.mattel.com.

About Tynker
Tynker's award-winning creative computing platform helps children develop computational thinking and programming skills in a fun, intuitive, and imaginative way. The platform is used by one in three U.S. schools and over 60 million kids, spanning over 150 countries. Tynker was founded by a seasoned team of technology entrepreneurs who share a passion for giving children the critical life skills needed to become leaders in the technologies of tomorrow. Global partners include brands such as Apple, Microsoft, Mattel, PBS, Sylvan Learning, and more. For more information, please visit www.tynker.com, like us on Facebook (facebook.com/GoTynker), and follow us on Twitter @GoTynker.

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