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American Girl® Partners with Fashion Angels Enterprises® on Arts & Crafts Licensing Deal

—Fashion-Focused Products to Be Sold Via Mass Retailers This Fall—

MIDDLETON, Wis.--(BUSINESS WIRE)-- American Girl, a division of Mattel, Inc. (NASDAQ:MAT), today announced a licensing agreement with Fashion Angels, the leading designer of tween girls' lifestyle and activity products, to create a variety of trend-right and fashion-focused arts & crafts products. The new line will be available this fall at retailers nationwide and will include activity kits, fashion sketchbooks, and Do-It-Yourself craft kits for girls to create fun accessories for themselves and their favorite American Girl dolls.

"American Girl is well known for celebrating girls and fostering their creativity," said Jean McKenzie, executive vice president of American Girl. "Expanding into the craft category with a leading lifestyle company like Fashion Angels allows us to inspire even more girls with new and creative ways to express themselves."

"Partnering with American Girl is a great fit for what we do at Fashion Angels," said Mark Miller, CEO of Fashion Angels Enterprises. "Both Fashion Angels and American Girl are focused on serving the needs of girls and providing them with wonderful experiences that can help them grow into confident young women."

ABOUT AMERICAN GIRL

American Girl is a premium brand for girls and a wholly owned subsidiary of Mattel, Inc. (NASDAQ:MAT, www.mattel.com). The Mattel family of companies is the worldwide leader in the design, manufacture, and marketing of toys and family products. Since its inception in 1986, American Girl has been devoted to celebrating girls ages 3 to 12 through high-quality dolls and accessories, books, clothes, movies, and unforgettable experiences. Best-selling lines include BeForever™, My American Girl™, Girl of the Year™, and Bitty Baby™. Headquartered in Middleton, WI, the company sells products exclusively through its award-winning catalogue, on americangirl.com, and in its experiential retail stores. By inspiring girls to be their best, American Girl has earned the loyalty of millions of girls and the praise and trust of parents and educators.

ABOUT FASHION ANGELS ENTERPRISES

The Milwaukee-based Fashion Angels Enterprises, established in 1996, is the leading designer and manufacturer of tween girls' lifestyle and activity products. Fashion Angels' mission is to provide tween girls with experiences that inspire them to *Find Their Wings*; to believe in themselves and to be proud of what they can do. For additional information, please visit the company website at www.fashionangels.com and for the most up to the minute information and to interact with Fashion Angels, like us on [Facebook](#) and follow us on [Twitter](#), Pinterest, Instagram or Vine.

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