



MATTEL, INC.

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June 7, 2011

Re: Greenpeace Campaign

Statement from: Mattel, Inc.

Playing responsibly has long been an important part of Mattel's business practices, as evidenced by our Corporate Responsibility activities during the past decade. Over the past months we have been in communication with Greenpeace on a variety of paper-sourcing issues. We are surprised and disappointed that they have taken this inflammatory approach, considering the open channels of communications we've established. We will continue assess our paper sourcing and packaging improvements as we move forward.

Learn more about our efforts:

<http://corporate.mattel.com/about-us/corporate-responsibility.aspx>

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