



HOT WHEELS® HELPS HONOR RAD DADS THIS FATHER’S DAY WITH EBAY AUCTION BENEFITING RADD

Special Collectibles and Autographed Hot Wheels Merchandise Highlight June 12-21 Online Auction Supporting Rockers, Athletes And Artists Against Drunk Driving; Part of Hot Wheels 35th Anniversary Initiative

EL SEGUNDO, Calif. – This June, Mattel, Inc. (NYSE: MAT) will offer a unique way for sons, young and old alike, to give their fathers very special Hot Wheels® Father’s Day gifts. As part of its 35th anniversary campaign, Hot Wheels will host an online auction, exclusively on eBay, of special Hot Wheels memorabilia and merchandise at [www.ebay.com/hotwheels.] Proceeds benefit RADD (Rockers, Athletes And Artists Against Drunk Driving).

The online auction will run from Thursday, June 12, to Saturday, June 21, 2003, and feature autographed Hot Wheels classics, cars from this year’s Hot Wheels Hall of Fame collection, and other special memorabilia from music and sports celebrities collected and donated for this event by RADD. Among the items sure to attract attention from car buffs are a collection of Hot Wheels Hall of Fame Cobras signed by Carroll Shelby; a trip to the Hot Wheels Hall of Fame induction gala in Los Angeles, Nov. 12; and even a quart of oil from one of Jay Leno’s cars!

“This special auction provides a great means for fans of Hot Wheels and music alike to place bids on some very cool items that would be fun to own and display for friends,” said Amy Boylan, Hot Wheels. “We will be supporting RADD throughout our 35th anniversary year, and this online auction also provides one more opportunity to remind our adult and young adult fans – the 41 million men who have grown up with Hot Wheels – about the important messages of staying in control behind the wheel.”

Following is a partial list of the items confirmed to be available for bid beginning June 12:

Wheels

- Set of Hot Wheels Hall of Fame Cobras, signed by Carroll Shelby
- Trip to the Hot Wheels Hall of Fame Inaugural Gala, at the Petersen Automotive Museum in Los Angeles, Nov. 12, 2003
- Signed hat and sunglasses from racing legend Richard Petty
- Signed skateboard and back pack from pro Andy Mack
- Signed skateboard from pro Chris Gentry
- Hot Wheels snowboard
- Hot Wheels hyper bike autographed by pro John Parker
- Hot Wheels surfboard
- Hot Wheels Fender guitar autographed by rock band Smashmouth, who performed the title song to the Hot Wheels “World Race” video series
- Hot Wheels collection of Troy Lee race wear, autographed by the designer
- Airbrushed Hot Wheels Hall of Fame sign from the Petersen Automotive Museum, autographed by all of the Hot Wheels designers
- Complete set of all 42 Hot Wheels Hall of Fame cars
- Complete set of all '03 Red Line Collector Club cars

Entertainment

- Signed guitar from country star Mark Wills
- Signed guitar from Bill Medley (Righteous Brothers)
- Signed collection of CDs from Gwen Stefani (No Doubt)
- Signed concert program from country star Shania Twain
- Signed blanket from country star Gary Allan
- Signed box of [is this “Strait Out of The Box”] from George Strait
- Signed tour jacket from country star Alan Jackson
- Framed and signed poster from artist/futurist Syd Lee (“Blade Runner,” “Aliens”)
- Signed basketball shorts from actor Chris Tucker

About Hot Wheels®

Hot Wheels® cars revolutionized boys’ toys in 1968 with an original line of super-fast customized cars built for speed, power, and performance, wrapped in attitude. Now 35 years later, Hot Wheels® is a global lifestyle brand that represents the coolest cars imaginable in scales from miniature to full-size. In addition to leading the way with

innovative vehicles, playsets and track, Hot Wheels® cars are also popular collectibles for adults. For the latest information on Hot Wheels® cars, cruise over to www.hotwheels.com.

About Mattel

Mattel, Inc., (NYSE: MAT, www.mattel.com) is the worldwide leader in the design, manufacture and marketing of toys and family products, including Barbie®, the most popular fashion doll ever created. Leading the toy and game market, the Mattel family is comprised of such best-selling brands as Hot Wheels®, Matchbox®, American Girl®, Tyco® R/C and Scrabble(tm), as well as Fisher-Price brands (www.fisher-price.com), including Little People®, Rescue Heroes(tm), Power Wheels® and a wide array of entertainment-inspired toy lines. With worldwide headquarters in El Segundo, Calif., Mattel employs more than 27,000 people in 36 countries and sells products in more than 150 nations throughout the world. The Mattel vision is to be the world's premier toy brands -- today and tomorrow.

#

HOT WHEELS and associated trademarks are owned by Mattel, Inc. © 2003 Mattel, Inc. All Rights Reserved.