



Kids Captured

He-Man® Fan Mario Lopez Joined Celebrants at Toys 'R' Us Times Square Today to Celebrate the 20th Anniversary of the Masters of the Universe®

NEW YORK (October 18, 2002) – One of the most successful action figure lines in toy history, Mattel Inc.'s (NYSE: MAT) He-Man® and the Masters of the Universe®, was re-launched in powerful style today at an event for fans at the Toys "R" Us in Times Square.

Celebrity He-Man Mario Lopez, a long-time fan of the "most powerful man in the universe," joined the celebration as children raised their swords to the "Power of Grayskull" in an electrifying, shout-off tribute to He-Man's famed four-word mantra, "I Have the Power!"

The Masters of the Universe brand grossed more than \$2 billion worldwide in toy and licensed merchandise sales during its initial 1982-1991 run. For its re-launch, which also marks the brand's 20th anniversary, He-Man is being featured in a newly styled line of Mattel toys; an exciting, new Cartoon Network animated series; and a collection of contemporary apparel and merchandise.

"We're very excited to bring He-Man back for a whole new generation of fans," said Mark Sullivan, Senior Vice President of Marketing for Boys/Entertainment at Mattel, Inc. "After twenty years, the brand has been enthusiastically welcomed by both old and new fans alike who have shown a huge response to the new action figures and cartoon series."

The kids in attendance today were treated to a special, live performance between real-life He-Man and Skeletor characters as they duelled for control of all Eternia® – or, at least control of the action figure section at Toys "R" Us. Bigger kids, fans in their 20's and 30's who recalled the action figure line from their childhood, had their toys autographed by the renowned, award-winning toy sculptors "The Four Horsemen." They teamed with Mattel's designers to craft the new Masters of the Universe action figure line.

The Legend of Grayskull

He-Man and The Masters of the Universe were first introduced by Mattel in 1982, and ranks among the top-selling action figure brands of all-time. The original "He-Man and The Masters of the Universe" cartoon series premiered in 1983 and featured 130 episodes pitting the forces of good against the forces of evil. Today, the Legend of Grayskull is retold by fans through more than 57,000 Web sites that feature the classic figures and cartoon series.

For the re-launch, Mattel has developed an all-new toy line to include action figures, collectibles and accessories, play sets, vehicles and role-playing products. "The Four Horsemen" – the famed award-winning design team of Chris Dahlberg, Eric Mayse, Jim Preziosi and Eric Treadaway – worked alongside Mattel's designers to develop a modern update for the figures, inspired by the popular Japanese anime graphic style, and featuring an edginess that resonates with today's youth.

Both the heroic warriors assortment figures (He-Man® figure, Man-at-Arms® figure and Stratos™ figure) and evil enemies assortment figures (Skeletor® figure, Beast Man™ figure and Mer-Man™ figure) come ready-for-battle with their own gadgets, accessories and battle-action features. Deluxe figures make for truly realistic play – with Battle Sound™ He-Man®, which screams, "I have the power!" and Battle Sound™ Skeletor®, which screams, "Eternia will be mine!" And of course, the memorable Castle Grayskull® is back – only modernized in a three-level, lights and sounds interactive playset. Additional forthcoming licensed Masters of the Universe items include a comic book series from Image Comics; a line of retro clothing featuring the classic images of the Masters of the Universe characters; and a variety of branded apparel, accessories and video games.

The story line of "He-Man and The Masters of the Universe" is being furthered through the all-new cartoon series. Produced by Mike Young Productions, the series features an updated animé look and new battle sequences inspired by today's popular films, and, for the first time, shares the story of how Prince Adam first became He-Man. New episodes premiere during Cartoon Network's Toonami block (4 p.m. ET/PT on Fridays), with four weekly airings on the cable network and additional airings of each episode through national syndication scheduled to begin soon.

About Boys/Entertainment

Mattel's Boys/Entertainment division's portfolio of global brands includes some of the most popular powerhouse products in the toy industry. The division is comprised of three major businesses: Wheels; Entertainment licensed toys and Games. The Wheels business includes Hot Wheels®, Matchbox® and Tyco® R/C. Mattel Wheels appeal to guys ages two to 92 with toys, consumer products and collectibles. Mattel's exciting entertainment-inspired licensed toy lines include Harry Potter(TM); Looney Tunes, Baby Looney Tunes, Superman, Justice League, Yu-Gi-Oh!TM, Max SteelTM, Nickelodeon's RugratsTM, Jimmy Neutron Boy GeniusTM and SpongeBob SquarePantsTM. Mattel Games brands include favorite classics such as UNO®, Magic 8 Ball® and Ker Plunk!®.

Mattel, Inc. [NYSE: MAT] is a worldwide leader in the design, manufacture and marketing of family products. With headquarters in El Segundo, California, Mattel has offices and facilities in 36 countries and sells its products in more than 150 nations around the world. For more information on Mattel products, please log on to our website at www.mattel.com.

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