



Vidster™ Digital Video Camera For Kids Makes It Easy To "Capture Life Your Way"™

Mattel Delivers Movie Studio in a Box in Time for Back-To-School Season

EL SEGUNDO, Calif. (September 12, 2005) - Available now, the Vidster™ Digital Video Camera from Mattel, Inc. (NYSE: MAT) is a virtual "movie studio in a box" that enables kids to produce their own music videos and movies. Combining a versatile video camera with three-step photo and video editing software, the Vidster™ Digital Video Camera gives kids and tweens age 8 and older everything they need to shoot, edit and distribute short films in one purchase.

"Vidster™ was designed for today's tweens and teens who want to capture events in their lives and tell stories visually," said Phil Jackson, vice president, marketing, games and electronics, Mattel Brands. "We've developed a hardware-plus-software combination that, in essence, is a movie studio in a box for kids. It includes the functions most applicable for this age group: taking digital photos with zoom capabilities, shooting video footage that can be easily assembled into short movies using the super-intuitive software, and plug-and-play connectivity that enables viewing footage on their TVs or computers. And frankly, with Vidster™, parents can feel comfortable that their own high-end cameras are not bouncing around in their kids' backpacks."

Vidster™ was ergonomically designed specifically for kids, with ease of use being paramount in its creation. With 32 MB of on board memory, kids can use the camera right out of the box and capture up to 10 minutes of footage and dozens of digital photos.

At 11 ounces, Vidster™ can be used with one hand and all of its functions can be controlled with just five, thumb-able buttons and a selection switch. Its recessed lens, viewfinder and durable casing enable kids to keep it in their backpacks with other day-to-day items, so they can pull it out quickly and not miss any action from their everyday lives.

Vidster™ and its bundled photo and video software were built from the ground up and designed to work seamlessly with one another. Its video editing software, a Vidster™ version of muvee Technologies' award-winning autoProducer 3.5, enables kids to add digital music files, and edit and customize their footage and still photos into complete short films or music videos in three simple steps. Films can be easily e-mailed to family and friends, uploaded onto Web sites or burned onto DVDs.

Vidster™ features a 2.0 digital zoom lens, built-in microphone, color LCD viewfinder, tripod mount and removable hand grip attachment. An expansion slot accepts up to a 512 MB SD card for hours of footage and photos that can be captured and stored. The camera connects directly to a TV via standard A/V cables (included) for easy video and photo playback or to a PC via USB cable (also included).

Vidster™ Digital Video Camera is available at retailers nationwide for \$79.99.

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 introduced. The Mattel family is comprised of such best-selling brands as Hot Wheels®, Matchbox®, American Girl® and Tyco® R/C, as well as Fisher-Price brands (www.fisher-price.com), including Little People®, Rescue Heroes®, Power Wheels® and a wide array of entertainment-inspired toy lines. With worldwide headquarters in El Segundo, Calif., Mattel employs more than 25,000 people in 42 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.

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