Ken(R) Unveils An All-New Look

America's Favorite Arm Candy Gets Styled-Out by Hollywood's Best in Hopes to Reconnect with Long-Time Love Barbie(R)

EL SEGUNDO, CA (February 9, 2006) - Two years after their headline-making break-up, Ken(R) is making a dramatic play to win Barbie(R) back, leaving America wondering, "Is a reunion in store in time for Valentine's Day?" At a press conference today, Ken(R) revealed the results of his much-anticipated makeover, compliments of Hollywood's premier stylist, Phillip Bloch and the Mattel design team. He stepped out with two new looks - the first, aimed at making a love reconnection with Barbie(R), included torn, rough jeans, a weathered, motorcycle leather jacket, vintage t-shirt and rugged boots. The second style, reflecting his beach boy roots, was his "everyday" look - board shorts, white t-shirt and sun-kissed hair.

"Ken(R) has gone through this transformation to show Barbie(R) that he is a changed man," Bloch said. "The new Ken(R) exudes a new sense of his own personal style. Much like his A-list Hollywood counterparts, it's all about who he is now and showing off all of his different sides. He's more than arm candy - he's spent time exploring the world and himself, so his look reflects that time spent on his own."

Notably toned and highlighted, the "new" Ken(R) doll is more versatile and has a new look that incorporates today's hottest trends. Bloch used celebrities as inspiration for the makeover he gave Ken(R). His hair is now longer, with a naturally wavy, yet polished look.

"Ken(R) has revamped his life - mind, body and soul," Bloch commented. "Everyone knows how difficult it is to change, especially when you've lived your life a certain way for more than four decades."

While a source close to the former couple says that Ken(R) and Barbie(R) continue to maintain strong ties, a rep for Barbie(R) would not comment on the fashionista's personal life, including whether there will be love in the air for Barbie(R) and Ken(R).

"Barbie(R) is the most fashionable girl on the planet - so of course she appreciates the new look Ken(R) is sporting. He really looks great. But we'll have to stay tuned to see whether these two will get back together!" said Lauren Dougherty, publicist for Barbie(R) doll.

The one-of-a-kind Ken(R) doll styled by Bloch will be sold on BarbieCollector.com as part of the " | Ken(R) doll Super Gift Set." The one gift set will be available for one day on February 14, 2006, selling for $500 with all proceeds going to charity.

The Beach Fun™ Ken(R) doll, featuring Ken(R) in his "everyday" beach wear, will be available at retail on March 1, 2006. The doll features a new face sculpt, less "tan" skin tone and a new hair color and style.

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(R), the world's most popular fashion-doll ever introduced. The Mattel family is comprised of such best-selling brands as Hot Wheels(R), Matchbox(R), American Girl(R) and Tyco(R) RC, as well as Fisher-Price brands (www.fisher-price.com ), including Little People(R), Rescue Heroes(R), Power Wheels(R) 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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