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Mattel and Paul Frank announce plans for Barbie Doll collaboration to launch Holiday '04

For Immediate Release

COSTA MESA, Calif. — There's one American icon that, since 1959, has been showing the world exactly how dressing and accessorizing is done. No, not Jackie Kennedy – it's the Barbie doll, one of the most popular and recognizable dolls in the world. And given Paul Frank Industries' (PFI) history of partnering with classic American icons, what could be more perfect than a worldwide agreement between Barbie manufacturing giant Mattel and the design company that built its foundation on creative accessories?

The Paul Frank Barbie made an early debut at Toy Fair in February of '04, and also appeared in the Paul Frank product offering at the MAGIC marketplace trade show this past February. She will debut in stores this holiday season, and the gold level collectable will retail for approximately \$59.00.

Both Barbie aficionados and Paul Frank collectors alike are eagerly awaiting the results of the collaboration that has yielded a classic, exclusive Barbie clad in sky-blue Paul Frank Julius pajamas. Ready to relax after a long day of shopping, Barbie's packaged with a Paul Frank shopping bag plus all her miniature Paul Frank shopping goodies: a Skurvy underwear set, a vinyl Julius® handbag, and a pair of Julius Dr. Scholl's sandals.

"Some of the first bags I ever made were influenced by Barbie and what she would actually wear," says Paul Frank, PFI's Founder and Creative Director. "Barbie's ability to accessorize combined with my genuine love of accessories makes this collaboration like a dream come true."

A limited number of the collectable Barbies will be created for distribution through Paul Frank's existing specialty and boutique retailers, including Paul Frank stores worldwide and the newly conceived FAO Schwartz flagship stores in New York City and Las Vegas. A portion of these will be packaged wearing red Paul Frank Julius pajamas as opposed to the traditional sky blue, making them even more sought after. PFI will produce an additional 2,000 models for Mattel's collectors club. Marketing plans include a special online countdown to the first date of availability on Paul Frank's website (www.paulfrank.com).

"We are thrilled to partner with Paul Frank," said Deanna Kangas, senior director, Mattel. "Barbie doll has always been at the forefront of fashion and Paul Frank is one of today's most creative designers. The collaboration just makes sense."

ABOUT PAUL FRANK INDUSTRIES

Founded on the simple principle of pure creativity, the design house of Paul Frank Industries specializes in originally created men's and women's sportswear accessories, pajamas, swimwear, intimates, t-shirts, and home furnishings. PFI collections are available at top retailers worldwide, including Nordstrom, Bloomingdales, Macys, Colette (France), Selfridges (London), Beams (Japan), and 13 Paul Frank stores worldwide. Recent company developments include license agreements with Vestal, Inc. for PF Timing and Baum Vision for PF Optometrics.

For more information, visit paulfrank.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 introduced. The Mattel family of toys and games is comprised of such best-selling brands as Hot Wheels®, Matchbox®, American Girl®, and Fisher-Price®, which also includes Little People®, Rescue Heroes(tm), Power Wheels®, as well as a wide array of entertainment-inspired toy lines. With worldwide headquarters in El Segundo, Calif., Mattel employs more than 25,000 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.

