

MAKING MEMORIES WITH MATTEL GAMES

IT'S SUMMERTIME! Barbeques, fishing on Beaver Lake, a picnic on the back deck, a walk on the trails of Crystal Bridges and maybe, a visit to the local water park. These warm months are a time to slow down, have some fun and connect with your family and friends. Whether you're hitting the highways for a family trip or having a Friday night at home, Mattel has just what you need to keep everyone entertained, inspired and building memories to last a lifetime.

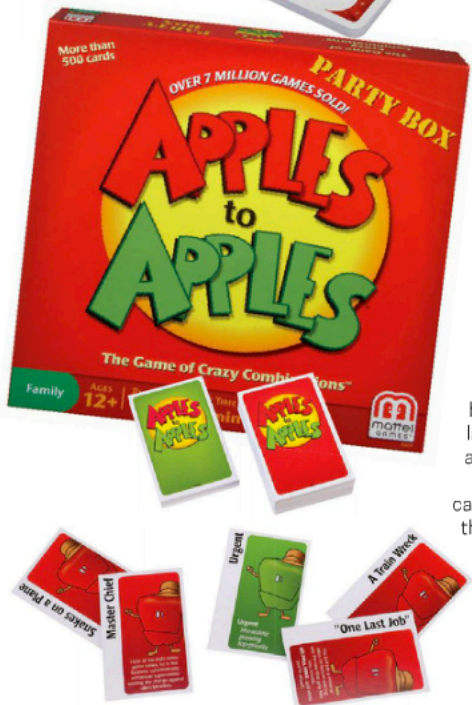
The same company who brought you hours of fun when you were a child continues to provide entertainment for you and your family today. In this overbooked life we lead, sometimes we need to just unplug, put the work aside, gather our loved ones around us and bring on a wild game of UNO! This family-favorite game is fast-paced, unpredictable and fun. Young and old can enjoy it, it packs well in the car or suitcase, and you can play any time and anywhere. UNO is just the answer to the familiar summer cry of "I'm bored!" This easy-to-play game can provide minutes or hours of enjoyment, bringing the family together over rounds of fun. When you're playing UNO, everyone's a winner!

GAMES GIVE US OPPORTUNITIES TO BE A LITTLE SILLY, A LITTLE SPONTANEOUS AND TO CONNECT WITH FRIENDS AND FAMILY.

And don't forget the crowd pleaser Apples to Apples, the only game in which you combine cards to arrive at funny, silly and surprising comparisons. This box of fun provides endless opportunities for conversation as players persuade the judge that their word pairings are the best. And the cool thing about Apples to Apples? There are no wrong answers, which is perfect for those ready for a break from school. This easy game never gets old, with every round as unique as the players. It can be played by a variety of ages, so nobody gets left out on the hilarious, playful fun. Apples to Apples is perfect for staycations, long car rides or family trips far from home. Your summer will be filled with the sweet sound of joy and laughter as you gather round and play this new classic favorite.

Games give us opportunities to be a little silly, a little spontaneous and to connect with friends and family. Summer is the perfect excuse to put that to-do list aside, pull out the games and watch the family light up with the immediate fun. Let this summer be your season to make new memories — the kind that involve fewer devices and more laughter, fewer interruptions and more surprises. Recapture the joy of your childhood and bring it home to your family once again.

Mattel wants to inspire those magic moments when the games go beyond a deck of cards and the game pieces. It's about you, your family and the priceless summer memories that await you. Mattel has been proudly helping families create lasting moments for more than 70 years. This summer, pick up a game and **LET THE FUN BEGIN!**



MATTEL