

Barbie And National Geographic Announce Global Licensing Agreement

Mattel, Inc. (NASDAQ: [MAT](#)) today announced a worldwide licensing agreement between its Barbie brand and National Geographic to create a product line and content centered around exploration, science, conservation and research. Barbie and National Geographic partner to create a new product line and content centered around exploration, science, conservation and research. The Barbie and National Geographic product line features career dolls and playsets highlighting occupations underrepresented by women and authenticated by an advisory council comprised of female National Geographic Explorers. The Barbie and National Geographic product line features career dolls and playsets highlighting occupations in which women are underrepresented including Wildlife Conservationist, Astrophysicist, Polar Marine Biologist, Wildlife Photojournalist and Entomologist. All dolls and playsets will come complete with relevant accessories authenticated by an advisory council comprised of female National Geographic Explorers, as well as National Geographic magazine editor in chief Susan Goldberg. "Barbie allows girls to try on new roles through storytelling by showing them they can be anything and, through our partnership with National Geographic, girls can now imagine themselves as an Astrophysicist, Polar Marine Biologist and more," said Lisa McKnight, Senior Vice President and General Manager, Barbie. "Barbie and National Geographic represent a powerhouse combination and our joint creative efforts allow kids to explore the world and different career fields right in their own homes." To encourage learning and discovery, there will be a special promotion with dolls purchased online at select retailers. Additionally, related programming and content will roll out throughout the year on the [Barbie YouTube channel](#). "Helping people understand the world is, and always has been, the core purpose of National Geographic," said Susan Goldberg, editor in chief of National Geographic magazine and editorial director of National Geographic Partners. "Through our partnership with Barbie, we are excited to reach kids in a new way, using the power of play to inspire our next generation of explorers, scientists and photographers." The product line will be available at retailers nationwide starting in Fall 2019. The dolls and accompanying career playsets are priced between .99 to .99 USD. ABOUT MATTEL Mattel is a leading global children's entertainment company that specializes in design and production of quality toys and consumer products. We create innovative products and experiences that inspire, entertain and develop children through play. We engage consumers through our portfolio of iconic franchises, including Barbie®, Hot Wheels®, American Girl®, Fisher-Price®, Thomas & Friends® and Mega®, as well as other popular brands that we own or license in partnership with global entertainment companies. Our offerings include film and television content, gaming, music and live events. We operate in 40 locations and sell products in more than 150 countries in collaboration with the world's leading retail and technology companies. Since its founding in 1945, Mattel is proud to be a trusted partner in exploring the wonder of childhood and empowering kids to reach their full potential. Visit us online at www.mattel.com. ABOUT NATIONAL GEOGRAPHIC National Geographic Partners LLC (NGP), a joint venture between National Geographic and 21st Century Fox, is committed to bringing the world premium science, adventure and exploration content across an unrivaled portfolio of media assets. NGP combines the global National Geographic television channels (National Geographic Channel, Nat Geo WILD, Nat Geo MUNDO, Nat Geo PEOPLE) with National Geographic's media and consumer-oriented assets, including National Geographic magazines; National Geographic studios; related digital and social media platforms; books; maps; children's media; and ancillary activities that include travel, global experiences and events, archival sales, licensing and e-commerce businesses.

Furthering knowledge and understanding of our world has been the core purpose of National Geographic for 131 years, and now we are committed to going deeper, pushing boundaries, going further for our consumers ... and reaching millions of people around the world in 172 countries and 43 languages every month as we do it. NGP returns 27 percent of our proceeds to the nonprofit National Geographic Society to fund work in the areas of science, exploration, conservation and education. For more information visit natgeotv.com or nationalgeographic.com, or find us on [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#), [LinkedIn](#) and [Pinterest](#). **MEDIA CONTACT** Kelly Powers Mattel kelly.powers@mattel.com (310) 252 – 3687 Meg Calnan National Geographic meg.calnan@natgeo.com (202) 912 – 6703