



For Immediate Release

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**FISHER-PRICE® PLAY LAB CELEBRATES 50 YEARS  
OF JOY-FILLED DISCOVERIES**

EAST AURORA, N.Y., Feb. 11, 2011 – Ingenuity. Inspiration. Innovation. Three simple words that have helped Fisher-Price, Inc., one of the world’s leading brands of infant and preschool toys and a subsidiary of Mattel, Inc., bring joy to children around the world for over 80 years. From the moment the founders established Fisher-Price, Herman Fisher instituted a practice of observing children testing toys during the development process because he wanted to see their reactions first-hand. In 1961, 50 years ago, Fisher formalized on-site testing with the Play Lab – the first facility of its kind in the industry. Soon, other types of research and testing became inherent to the company’s product development, including mom panels and in-home testing.

“With more than 200,000 children testing approximately 60,000 toys over the past 50 years, our Play Lab remains at the heart of the Fisher-Price research center activities,” says Tina Zinter-Chahin, Senior Vice President of Research & Development for Fisher-Price. “Inspiration for product ideas starts with the consumer, coupled with the ingenuity of our designers and feedback from our most important critics: children.”

The research facilities are located at company headquarters in East Aurora, N.Y., including a play room, a grassy outdoor area where outdoor toys and battery powered ride-on cars are tested, a separate living room-like area for infant toy evaluation, and a hi-tech conference room where Mom Talks are conducted. Additionally, the company sends products to families in the Greater Buffalo area for in-home testing where researchers visit the testers’ homes and observe play in everyday life.

## 2/Fisher-Price Play Lab Celebrates 50 Years of Joy-Filled Discoveries

Thousands of local residents have tested and provided feedback for toys the rest of the world's children now enjoy.

In celebration of the Play Lab's 50th birthday, select bloggers will enjoy an adult-sized simulation of the Play Lab at a cocktail party held during New York City Toy Fair at Loews Regency Hotel\* with special guest, actor/comedian Gilbert Gottfried, unique culinary treats and new spring and fall 2011 toys. To add a bit of whimsy to the streets of Manhattan, Fisher-Price also wrapped a 45-foot bus with the Play Lab 50th message and a billboard sized image of a baby with its exciting, new fall 2011 Laugh & Learn™ Baby iCan Play™ Case.

In addition, the Play Lab will undergo a modern makeover this spring as part of the celebration. Fisher-Price is tapping into the color and design expertise of strategic partner, Sherwin-Williams, to create a fresh look for this beloved space! The renovation will include a total refresh with new paint, carpeting, furniture and wall décor.

Fisher-Price, Inc., a subsidiary of Mattel, Inc. (NASDAQ:MAT) located in East Aurora, N.Y., is the leading brand of infant and preschool toys in the world. The company's legacy of high quality toys has enhanced early childhood development for more than 80 years. The Fisher-Price Play Laboratory, celebrating its 50th anniversary this year, was the first child research center of its kind in the industry. Herman Fisher established the Play Lab to observe real children playing with the company's toys during various stages of development. The Play Lab remains at the heart of product development today. Some of the Company's best-known "classic" brands include Little People®, Power Wheels® and View-Master®. Fisher-Price is also a leading developer of baby gear products (infant swings, bouncers, high chairs), as well as a wide array of character-based toys inspired by high quality children's programming such as Dora the Explorer™, Kung Fu Panda 2™, Mickey Mouse Clubhouse, Penguins of Madagascar™ and Thomas & Friends™. The Company's web site, [www.fisher-price.com](http://www.fisher-price.com)<<http://www.fisher-price.com>>, provides valuable information and resources to parents and grandparents.

\* Fisher-Price has a long-standing relationship with Loews Hotels, through which the Loews properties deliver unique, family friendly amenities.

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