

April 21, 2010

Accurate | Dependable | Efficient

MATTEL, INC.

Control# XXXXXXXXXX

PROXY FINAL SUBMISSION

- Please check all of the information below for accuracy.
- If any of the information is incorrect, return to the Proxy Ballot by using the Back button below.
- If your vote(s) are reflected correctly, click on the Final Submission button below.

2010 Annual Meeting of Shareholders

Wednesday, May 12, 2010

For holders as of: 03/19/2010

Cusip: XXXXXXXXXX

PROXY BALLOT			
You have voted as follows:			
	Proposal(s)	Recommendations of the Board of Directors	Your Vote <i>*No vote entered. Your vote will be cast as recommended by the soliciting committee.</i>
1A	ELECTION OF DIRECTOR: MICHAEL J. DOLAN	For	Against
1B	ELECTION OF DIRECTOR: ROBERT A. ECKERT	For	Against
1C	ELECTION OF DIRECTOR: DR. FRANCES D. FERGUSSON	For	Against
1D	ELECTION OF DIRECTOR: TULLY M. FRIEDMAN	For	Against
1E	ELECTION OF DIRECTOR: DOMINIC NG	For	Against
1F	ELECTION OF DIRECTOR: VASANT M. PRABHU	For	Against
1G	ELECTION OF DIRECTOR: DR. ANDREA L. RICH	For	Against
1H	ELECTION OF DIRECTOR: RONALD L. SARGENT	For	Against
1I	ELECTION OF DIRECTOR: DEAN A. SCARBOROUGH	For	Against
1J	ELECTION OF DIRECTOR: CHRISTOPHER A. SINCLAIR	For	Against
1K	ELECTION OF DIRECTOR: G. CRAIG SULLIVAN	For	Against
1L	ELECTION OF DIRECTOR: KATHY BRITTAIN WHITE	For	Against
02	APPROVAL OF THE MATTEL, INC. 2010 EQUITY AND LONG-TERM COMPENSATION PLAN.	For	*For
03	RATIFICATION OF THE SELECTION OF PRICEWATERHOUSECOOPERS LLP AS INDEPENDENT REGISTERED PUBLIC ACCOUNTING FIRM FOR THE YEAR.	For	Against



If any of the above information is incorrect, return to the Proxy Ballot form by using the Back button below.

If you would like to receive an electronic confirmation when this vote is recorded, enter your e-mail address here: