

For Immediate release



***Gorilla Nation to Rep Selected Mattel Properties –
Win to Bolster GNKids Vertical Market***

LOS ANGELES, CA – May 6, 2008 – Gorilla Nation (www.gorillanation.com), the world's largest online ad rep firm, announced today that it has been selected to represent the U.S. online display ad inventory for Mattel's Barbie.com (www.barbie.com) and PollyPocket.com (www.pollypocket.com).

Barbie.com delivers 7.3 million unique visitors with 228 million page views per month with users spending 14 average minutes per visit. PollyPocket.com attracts more than 4 million uniques with 130 million page views per month with users spending 15 minutes per visit. With comp indices of 355 for Barbie.com and 396 for PollyPocket.com for girls ages 6-11 (comScore March, 2008), both sites will become strong additions to the GNKids vertical market offering.

“The addition of Barbie® and Polly Pocket® to our growing kids division further strengthens GNKids' position as a media market leader,” stated Brian Fitzgerald, Gorilla Nation President. “We're also happy to add Mattel to the expanding portfolio of globally recognized brands we represent. We see it as an accelerating trend among larger publishers that they are turning to experienced sales professionals to help them manage their online businesses.”

For generations, Mattel has led in branded play experiences, including premier online play experiences that broaden kids' engagement with Mattel's leading portfolio of brands. Gorilla Nation is known for selling integrated media and promotional packages onto sites that offer reach against defined audience segments, delivering a much greater degree of engagement between the marketer's message and the end user.

About Mattel

Mattel, Inc., (NYSE: MAT, www.mattel.com) is the worldwide leader in the design, manufacture and marketing of toys and family products. The Mattel family is comprised of such best-selling

brands as Barbie®, the most popular fashion doll ever introduced, Hot Wheels®, Matchbox®, American Girl®, Radica® and Tyco® R/C, as well as Fisher-Price® brands, including Little People®, Power Wheels® and a wide array of entertainment-inspired toy lines. Mattel is recognized as one of 2008's "100 Best Companies to Work For" by FORTUNE Magazine and among the 100 Most Trustworthy U.S. Companies by Forbes Magazine. Committed to ethical manufacturing sustainable business practices, Mattel marked a 10-year milestone in 2007 for its Global Manufacturing Principles. With worldwide headquarters in El Segundo, Calif., Mattel employs more than 30,000 people in 43 countries and territories and sells products in more than 150 nations. Mattel's vision is to be the world's premier toy brands -- today and tomorrow.

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The POLLY POCKET trademark is owned by Origin Products Ltd. Other trademarks and trade dress are owned by Mattel, Inc. All Rights Reserved.

About Gorilla Nation Media, LLC

Gorilla Nation (www.gorillanation.com) is the world's largest online ad sales rep firm. The company exclusively represents the online ad inventory of over 500 leading midtail web publishers, and sells integrated media and promotional programs to Fortune 500 brand advertisers. Working closely with its web publisher partners, GN's expertise within 35 select vertical markets provides advertising clients the ability to build high impact, rich media programs across one or more properties to provide superior audience reach. The company is committed to delivering integrated creative media programs, from concept through execution, and exceptional customer service. Founded in 2001, the company is headquartered in Los Angeles with offices in New York, Chicago, San Francisco and Toronto.

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