



## Mattel Celebrates Olympic Games Tokyo 2020 Products Collection

February 18, 2020

*Celebratory Products Unveiled from Barbie®, Hot Wheels® and UNO® brands at New York Toy Fair developed through licensing collaborations with the International Olympic Committee and Tokyo 2020*

EL SEGUNDO, Calif.--(BUSINESS WIRE)--Feb. 18, 2020-- Mattel, Inc. (NASDAQ: MAT) today revealed their first products collection across brands to celebrate the Olympic Games Tokyo 2020. The collection features a variety of unique products across Barbie®, Hot Wheels® and UNO®.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20200218005568/en/>



Mattel collaborated with the IOC and Tokyo 2020 to create licensed toy products, as part of a new licensing agreement and in line with the IOC Global Licensing Strategy. This international product line, rolling out this spring, highlights inclusivity and innovation, with toys reflecting the five new sports added to the Olympic program in Tokyo – baseball/softball, sport climbing, karate, skateboarding and surfing – all to inspire a new generation of athletes and fans around the world.

"In line with our Global Licensing Strategy, this new international licensing collaboration with Mattel is a great way to engage with an important audience, our younger fans and their families, and through these high-quality products to connect them with the Olympic brand and values," commented Timo Lumme, Managing Director of IOC Television and Marketing Services.

"Tokyo 2020 is a monumental event that brings the world together through sport and inspires fans of all ages," said Janet Hsu, Chief Franchise Officer of Mattel. "The Mattel Tokyo 2020 Collection honours these sports and inspires a new generation through the Olympic spirit and outstanding athletic tradition."

Products include:

### **Hot Wheels® Mini Collection For The Olympic Games Tokyo 2020**

- The Hot Wheels Olympic Games

Tokyo 2020 Mini Collection represents iconic sports of Tokyo 2020, from historic sports dating back to the first Games in Athens to new sports that make their debut this year in Tokyo.

- Sports celebrated in Hot Wheels die-cast form include fan favorites such as track & field, gymnastics, swimming, basketball, beach volleyball and include new sports including baseball/softball, sport climbing, karate, skateboarding and surfing.
- Two cars within the collection are Hot Wheels versions of Worldwide Olympic Partner Toyota's vehicles '10 Toyota Tundra and Toyota 2000 GT.

### **Barbie® Olympic Games Tokyo 2020**

- Embodying the style of Tokyo 2020 in unrivaled fashion, Barbie enters the world of the Olympic Games by embracing the five new sports added to the Olympic programme.

Barbie® Olympic Games Tokyo 2020 Assortment (Photo: Business Wire)

## **UNO® Celebrating Olympic Games Tokyo 2020**

- Featuring the mascot of the Olympic Games Tokyo 2020, “Miraitowa”, this limited-edition UNO deck celebrates the Olympic Games Tokyo 2020 with a unique design and special rule fitting for the world's most iconic sporting event.

The Tokyo 2020 Collection by Mattel will be available in retailers around the globe, as well as on the Mattel Shop. Visit <https://www.shop.mattel.com> to learn more about these celebratory products.

### **About Mattel**

Mattel (NASDAQ: MAT) is a leading global children's entertainment company that specialises 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](http://www.mattel.com).

### **About the International Olympic Committee**

The International Olympic Committee is a not-for-profit independent international organisation made up of volunteers, which is committed to building a better world through sport. It redistributes more than 90 per cent of its income to the wider sporting movement, which means that every day the equivalent of USD 3.4 million goes to help athletes and sports organisations at all levels around the world.

### **About the IOC Global Licensing Strategy**

Building on Olympic Agenda 2020 the IOC Global Licensing Strategy aims to create a tangible connection to the Olympic Games and Olympism through merchandising programmes that are aligned with the Olympic image and enhance brand value and goodwill. The objective is to strengthen and promote the Olympic brand, not only during the Olympic Games, but between Games as well. The IOC Global Licensing Strategy is divided into three core licensing programmes aimed at specific target groups: The Olympic Heritage Collection, The Olympic Collection and The Olympic Games Programme.

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