



Mattel Films to Develop Rock 'Em Sock 'Em Robots Live-Action Motion Picture with Universal Pictures and Vin Diesel's One Race Films

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Vin Diesel also to star in the film, written by Ryan Engle, based on the classic tabletop game about battling robots

EL SEGUNDO, Calif.--(BUSINESS WIRE)--Apr. 19, 2021-- Mattel, Inc. (NASDAQ: MAT) announced today plans to develop Rock 'Em Sock 'Em Robots®, the classic tabletop game featuring battling robots, into a live-action motion picture. Mattel Films is working with Universal Pictures and Vin Diesel's production company, One Race Films, on the project. Diesel will also star in the film.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210419005111/en/>



(Graphic: Business Wire)

family to enjoy with Rock 'Em Sock 'Em Robots.”

Launched in 1966, the Rock 'Em Sock 'Em Robots game was inspired by an arcade boxing game which pitted Red Rocker® against Blue Bomber® in a fight to knock his rival's block off. A staple in pop culture since its debut, the brand's bright and bold gameplay has appeared in films, television shows and commercials over the past five decades.

Rock 'Em Sock 'Em Robots is the second project between Mattel Films and Universal Pictures, which are also developing a movie based on the Wishbone™ television series.

Other Mattel Films projects in development including movies based on American Girl®, Barbie®, Barney®, Hot Wheels®, Magic 8 Ball®, Major Matt Mason™, Masters of the Universe®, Thomas & Friends®, UNO® and View-Master®.

Diesel is represented by CAA and Linden Entertainment. Engle is represented by CAA.

About Mattel

Mattel is a leading global toy company and owner of one of the strongest catalogs of children's and family entertainment franchises in the world. We create innovative products and experiences that inspire, entertain and develop children through play. We engage consumers through our portfolio of iconic brands, including Barbie®, Hot Wheels®, Fisher-Price®, American Girl®, Thomas & Friends®, UNO® and MEGA®, as well as other popular intellectual properties 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 35 locations and our products are available in more than 150 countries in collaboration with the world's leading retail and ecommerce companies. Since its founding in 1945, Mattel is proud to be a trusted partner in empowering children to explore the wonder of childhood and reach their full potential.

About Universal Pictures

Universal Pictures is a division of Universal Studios (www.universalstudios.com). Universal Studios is part of NBCUniversal. NBCUniversal is one of the world's leading media and entertainment companies in the development, production and marketing of entertainment, news and information to a

Mattel Films will produce the project alongside Diesel and Samantha Vincent (“The Fast and the Furious” franchise) from One Race Films. Ryan Engle (“Rampage,” “The Commuter”) penned the screenplay for the action adventure, which follows a father and son who form an unlikely bond with an advanced war machine. Kevin McKeon will lead the project for Mattel Films.

“To take the classic Rock 'Em Sock 'Em game, with Mattel as my partner, and align it with the kind of world building, franchise making success we have had with Universal, is truly exciting,” said Vin Diesel.

“We are proud to bring this iconic piece of Mattel IP to life on the big screen with our tremendously talented partners Vin Diesel, One Race Films and Universal,” added Robbie Brenner, executive producer of Mattel Films. “Our rich library of franchises continues to yield compelling stories and we look forward to creating what is sure to be a thrilling action adventure for the whole

global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group and world-renowned theme parks. NBCUniversal is a subsidiary of Comcast Corporation.

About One Race Films / One Race TV

One Race Films, founded in 1995 by writer, director, producer and actor Vin Diesel, has produced the five highest-grossing films in the “Fast” franchise — *Fate of the Furious*,” *Furious 7*,” *Fast and Furious 6*,” *Fast Five*’ as well as “ *Fast & Furious*.” He has directed “ *Multifacial*,” “ *Strays*” and “ *Los Bandoleros*.” ORF recently produced Sony’s *Bloodshot*, also starring Diesel, and has previously launched multiple franchises in the action genre, including the science-fiction thriller “ *Pitch Black*” and the two follow-up films, “ *Chronicles of Riddick*” and “ *Riddick*,” along with the hit “ *xXx*” franchise. In addition to a thriving film production company, ORF launched One Race Television and gaming company Tigon Studios. ORTV has a first-look deal with Universal Television and is currently developing projects with NBC and Fox and in production with DreamWorks Animation on the Netflix original series “*Fast & Furious: Spy Racers*.” Tigon Studios has produced three critically acclaimed console titles including “ *Chronicles of Riddick: Escape from Butcher Bay*” and original property “ *The Wheelman*.” Next up, the highly anticipated ninth chapter in the *Fast & Furious* franchise will hit theaters June 25, 2021.

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