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U.B. Funkeys™ Debuts Funkey Trunk Micro Transactions for Access to Exclusive Game Enhancements

Developed in conjunction with Arkadium, Funkey Trunk gives players the power to purchase new add-ons for their virtual experience

New York – December 22, 2008 – Radica, a division of Mattel, in conjunction with causal game and software developer Arkadium, today announced the launch of its new Funkey Trunk micro transactions system. As the latest addition to U.B. Funkeys™, a popular interactive game that combines vinyl toy collecting with the world of gaming, Funkey Trunk enhances players’ user experience by providing them with the ability to purchase exclusive new add-ons for their virtual world. The new Funkey Trunk is made up of two parts: My Funkey Trunk and Angus’ Lab.

In My Funkey Trunk, items called Funkey Familiars and Portal Jammers can be purchased. Funkey Familiars are virtual Funkeys that grant access to the Game Rooms that belong to a specific Funkey, without having to own the physical Funkey first. Players who already own that physical Funkey will receive extra features with a Funkey Familiar. Portal Jammers are items that allow players to pass through any Portal, into any Game Room, or into any game for a one-time preview.

Also introduced in this release is Angus, a new character in the U.B. Funkeys™ world who walks around and can be accessed within every Zone. When clicked on, players are transported to his lab where new items such as mood indicators and animated and interactive items for a player’s home base, or Crib, can be found.

“Our teams have created a ‘loot’ system that allows parents or guardians to securely add funds for their children to spend in the U.B. Funkeys™ virtual world,” said Jeff Bruneau, Sr. Marketing Manager for U.B. Funkeys™. “These micro transactions are a fun way to educate children on responsible spending habits, while letting them customize their gaming experience. Because these items are available within the controlled virtual environment, parents can be assured that they will continue to provide fun even past the holiday season and are appropriate for children.”

Loot is purchased through a secure online system inside the U.B. Funkeys™ PC game software. Parents can purchase loot easily and the Loot added in the Funkey Trunk does not have an expiration date if not spent. The balance can be tracked by the player through the 'My Loot Balance' area, and a complete list of transactions can be viewed in the 'Transactions' section of all accounts.

Vinyl toy collecting and online virtual gaming are both popular activities among today's young adults and children. This latest enhancement of U.B. Funkeys™ further marries the vinyl figure collecting trend with the world of online casual gaming and delivers an all-new virtual experience filled with fun, exploration and games. The U.B. Funkeys™ Starter Kit, available at major retailers everywhere, includes the U.B. Funkeys™ hub, figure and PC software. Individual Funkeys figures are also available for sale separately.

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. 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.

About Arkadium

Arkadium is the premier game solutions developer for the advergaming and casual game markets. The company's growing archive of over 200 Flash-based and custom game solutions currently reaches millions of people through some of the most popular online destinations and corporate branded Web sites on the Internet. For more information visit <http://www.arkadium.com>.