



NEWS RELEASE

March 8, 2014

For Immediate Release:

Hot Wheels® Canada Launches Track Builder Challenge

Canada's first Ultimate Track inspires young fans to take part in a nationwide track building challenge

TORONTO, ON - In an effort to encourage learning and creativity among young children, Hot Wheels® Canada has launched the Track Builder Challenge.

The Hot Wheels® Track Builder Challenge is a cross-national competition, designed to inspire creativity through play based learning, and educate children on how to build exciting, original and creative tracks.

To launch the six month program, an interactive track exhibit featuring Canada's first Ultimate Track will be live at the Art Gallery of Ontario (AGO) from March 8 to 16, 2014 during the Gallery's March Break drop-in program. The Ultimate Track is comprised of over 1000 pieces of track and connector and stretches over 625ft in the 25 x 25 exhibit space.

"With the introduction of a new track connector piece, we saw an opportunity to inspire kids to connect through the worlds of Hot Wheels and learn through play by building bigger, more creative tracks than ever before" said Michael Ng, Brand Manager, Mattel Inc. "The exhibit at the AGO is the perfect benchmark for this program, as the house inspired set educates both parents and kids on the endless track building possibilities using the surfaces they have at home."

The Hot Wheels® Track Builder Challenge exhibit was designed, built, and tested by a group of professionals hand chosen by Hot Wheels®. Comprised of engineers, creative technologists, Toronto Based architectural firm Hariri Pontarini and well-known parent expert, Ann-Marie Burton of momstown.ca, the Track Expert team came together to ensure the Ultimate Track stands up to its name. Noah Tauskela, from YTV's Zoink'd also joined the expert team as a contest judge and launch event host at the AGO on Saturday, March 8, 2014.

"When designing the Ultimate Track, we wanted to make sure Canadians across the country could have a chance to see and interact with it" stated Garrett Reynolds, Lead Builder and Creative Technologist, Wondrmakr. "Live streams of the track, in addition to a car launcher and lane changer feature have been set up using online remote controls."

In addition to the exhibit, a new Hot Wheels® Track Builder Challenge nationwide contest will be housed on hotwheels.ca. Kids can learn



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from the Track Experts in the Tips and Tricks section, and then have the opportunity to submit their best Hot Wheels tracks for a chance to win a custom built track in their home, and a Track Party hosted by Hot Wheels®.

Are you ready to see what the Hot Wheels® Track Builder Challenge is all about? Visit hotwheels.ca to view the Ultimate Track via live streams, test out the remote track features for yourself and see a behind the scenes look of the track build.

"When my son saw the Ultimate Track for the first time, you could see the wheels turning in his head, thinking about how he was going to create his own ultimate track when we got home," exclaimed Ann-Marie Burton, founder of momstown.ca and Track Parent Expert. "This AGO installment is a dream for any child who's ever played with Hot Wheels, and truly shows parents and kids alike that building with Hot Wheels is not only fun, but inspires creative and imaginative play."

The Hot Wheels Track Builder Exhibit will go on the road to other locations throughout spring and summer 2014. Contest entries for the Hot Wheels® Track Builder Challenge will be open until August 31st, 2014 and the grand prize winner will be announced in September, 2014.

For **more photos** of the track click here: <https://db.tt/P5llVY2f>

For more information on the Hot Wheels Track Builder Exhibit and Challenge please visit: <http://www.hotwheels.ca>.

About Mattel

Mattel, Inc., (NASDAQ:MAT) (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. In 2010, Mattel was named as one of FORTUNE Magazine's "100 Best Companies to Work For" for the third year in a row, and was ranked among Corporate Responsibility Magazine's "100 Best Corporate Citizens." Mattel also is recognized among the "World's Most Ethical Companies." With worldwide headquarters in El Segundo, California, Mattel employs approximately 27,000 people in 43 countries and territories and sells products in more than 150 nations.

About TrojanOne

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