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Contact:

Angela Scenna
TBM Consulting Group, Inc.
800-438-5535

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Mattel PTMI

TBM NAMES MATTEL, INC. SIXTH ANNUAL “PERFECT ENGINE” SITE

-- Global Toy Manufacturer Recognized for Quality and Agility --

Durham, N.C. – November 12, 2009 – TBM Consulting Group, a leading global consultancy for the manufacturing and services sectors, presented Mattel, Inc., the world’s largest toy maker, with the sixth annual “Perfect Engine Site” award, recognizing Mattel PTMI Jakarta for its commitment to “lean” excellence in manufacturing.

“The Perfect Engine” refers to the precision interworking of human resources and physical assets to achieve outstanding productivity results that create business agility, growth and profitability. It is also the title of a book authored by TBM Consulting Group’s CEO Anand Sharma, who has consulted with hundreds of companies worldwide in implementing the principles, tools and management process of the Toyota Business System.

“The Perfect Engine Site” award recognizes individual plants or offices that have successfully implemented a LeanSigma® transformation and demonstrated innovation and outstanding teamwork. LeanSigma is the fusion of the two most powerful business systems from Toyota (Lean) and GE (Six Sigma).

Anand Sharma and Martial Durin, Managing Director for TBM China, presented the award to Mattel PTMI leaders at an executive workshop in Shanghai, China. During the workshop, a Mattel leadership team comprised of TH Soo, Vice President and General Manager, M.T. Deepak, Kaizen Promotion Office Manager; and Mike Burrows, Director of Lean presented a brief overview of their business performance improvements resulting from their Lean Sigma transformation. Mattel began its LeanSigma journey in 2005 and continues to utilize this business improvement technique to innovate, develop and bring new products to market.

"Our Lean journey began with TBM's help in kaizen events and value stream mapping. Along the way, I learned that lean is all about customer focus and engaging every employee in the quest to continuously improve the value delivery system. We now have these critical components in place to delight our customers with outstanding quality and responsiveness at the right cost. People and problem solving are the heart of continuous improvement," said TH Soo.

"We are very proud of Mattel PTMI because they crystallized a management vision and drove that vision throughout the organization by engaging thousands of employees at all levels. Consequently, the site transformed its culture by whole-heartedly embracing Lean Sigma tools and rapidly driving sustainable improvements in quality, cost, and delivery. They are a model client for other companies in Asia," said Martial Durin.

About Mattel, Inc.

Mattel, Inc., (NASDAQ: 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 TycoR/C®, as well as Fisher-Price® brands, including Little People®, Power Wheels® and a wide array of entertainment-inspired toy lines. In 2009, Mattel is recognized among the "100 Best Corporate Citizens," as one of the "World's Most Ethical Companies" and as one of FORTUNE Magazine's "100 Best Companies to Work For." With worldwide headquarters in El Segundo, Calif., Mattel employs approximately 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 TBM Consulting Group

Headquartered in the US, TBM Consulting Group is the leading global provider of LeanSigma Consulting and Training Services in North and South America, Europe and Asia. Their cadre of experienced consultants operates on five continents in seven languages across the globe. TBM has grown to be the worldwide leader in "lean innovation" and business improvement in the manufacturing and service sectors. The company's mission is to help discrete and process manufacturers and service companies create a competitive advantage to generate significant growth in sales and earnings. The company provides strategic direction and hands-on implementation to guide cultural and organization transformation. TBM Consulting Group's LeanSigma approach integrates lean principles for market agility and responsiveness and Six Sigma's focus on quality. A handful of companies have been selected for the Perfect Engine Site award over the past several years. Learn more at www.tbmcg.com.