

FOR IMMEDIATE RELEASE

Mattel and NeuroSky® Announce Partnership to Create “Next Generation” Games and Toys

Debut of *Mindflex*™ Introduces “Mind-Eye Coordination” to Family Game Play

San Jose, Calif. (April 28, 2009) – Mattel, Inc. (NYSE: MAT), the world’s leading toy manufacturer, and NeuroSky, Inc., the leader in Consumer Brain-Computer Interface technologies, today formally announced an exclusive multi-year partnership to develop a new category of games and toys that operate using, literally, the power of concentration.

The partnership includes exclusivity within numerous toys and games categories, all using headsets featuring NeuroSky’s ThinkGear™ technology. ThinkGear™ technology is based on a headset that recognizes a user’s brainwave activity during varying levels of concentration, processes the information into digital signals and then transmits the signals to the base unit as commands.

“Mattel leads the toy industry by imagining the possibilities, taking a cool idea and making it a reality,” said Stanley Yang, CEO of NeuroSky. “We’re thrilled that Mattel is using our ThinkGear technology to create innovative games and toys that offer unique and engaging play experiences for consumers of all ages.”

Mindflex™ will be the first game using NeuroSky’s ThinkGear™ technology to be launched by Mattel. By harnessing a combination of “mind-eye” coordination and physical acuity, a player must levitate and guide a small, foam ball around a customizable obstacle course. As the player concentrates harder, the digital signal output from the game’s lightweight headset powers a small fan inside the console, levitating the ball. When the player relaxes their mind, the ball gradually drops. A hand dial on the game console allows the player to move the ball horizontally along the obstacle course; merging “mind-eye” coordination with hand-eye coordination.

Mindflex™ includes countless obstacle course variations, five electronic games, as well as multiplayer options, allowing for hours of competition with family and friends. The game will be available for purchase this fall at major retailers nationwide for \$79.99.

“Using NeuroSky’s innovative technology, our engineers have created a product in *Mindflex* that takes gaming to an entirely new level,” said Geoff Walker, Senior Vice President of Wheels, Games and Radica, for Mattel. “Our partnership will undoubtedly lead to future innovations in the toy and game categories in the years ahead.”

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About NeuroSky

NeuroSky, Inc. is the leader in Consumer Brain-Computer Interface technologies for consumer product application. Founded in 2004 and headquartered in San Jose, CA, NeuroSky works with industry partners, developers, and with academic and research institutions, to provide innovative products and solutions across a wide range of areas.

Applications for NeuroSky's technology are as diverse as consumer electronics, health & wellness, education & training, transportation, market research and others. NeuroSky has developed a user-friendly brainwave reading technology using a single (dry) sensor and onboard signal-processing chip. For more information about NeuroSky, please visit www.neurosky.com.

About Mattel, Inc.

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. 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.

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