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All packed and ready to go, Mattel's three-inch metal replicas of a Metro Local bus are now on sale in the Metro Store and available from the store's on-line web site. The Matchbox buses are discounted to \$2.40 for Metro employees. Mattel's new Metro Local bus mimics its life-size counterpart in both color and design.

## Metro Local in Miniature: Mattel Introducing new Matchbox Bus

By ELIZABETH LEIDER

(Feb. 14, 2007) Now Barbie, Ken and even Barney can get around Los Angeles in Metro style!

A licensing agreement between Metro and Mattel will allow children and Matchbox collectors around the world to fantasize that a Metro Local bus is picking up and dropping off their favorite toys all over Los Angeles.

The agreement, which will run through 2010, allows Mattel to make toy buses that replicate Metro Local, Metro Rapid and Metro Express buses.

The first of these pint-sized metal Metro buses to be produced, the Metro Local, is now available online and in the Metro Store. The Metro Rapid will race into stores sometime in the spring, followed closely by the miniature Metro Express this summer.

These treasures will also be available wherever Matchbox toys are sold.

Although they will cost the public \$3, Metro employees can drive away from Metro Headquarters with one of the three-inch toys for \$2.40.

"It was exciting to partner with such a venerable company as Mattel," said Danielle Boutier, director of communication services. "We all played with Mattel and Matchbox when we were children."

The toys will join the ranks of notable Mattel products, such as Barbie, Fisher-Price Toys and American Girl Dolls.

The Metro Store is closed on Tuesdays from Feb. 6 through April 3 due to Metro Family Day ticket sales events at the operating divisions.

