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FOR IMMEDIATE RELEASE

## **Metro Partners with Matchbox® to Offer New Metro Bus Die-cast Vehicle**

LOS ANGELES (March 15, 2007) – Metro today announced a partnership with Mattel’s Matchbox® brand to create a new “City Bus” vehicle fashioned after Metro’s distinctive poppy orange Local Bus, giving children and Matchbox® collectors a chance to own a miniature version of the popular and ubiquitous buses that serve L.A. County.

As part of the new licensing partnership, Matchbox® will make die-cast replicas of the Metro Local, Metro Rapid and Metro Express buses, with the first of the 1:64-scale Metro buses, the Metro Local, coming out this month. The Metro Rapid bus will arrive in stores this spring, followed by the miniature Metro Express this summer.

“Metro is proud to partner with Matchbox and so happy that Metro Buses have joined the line-up of these popular die-cast vehicles,” said Danielle Boutier, director of communication services at Metro.

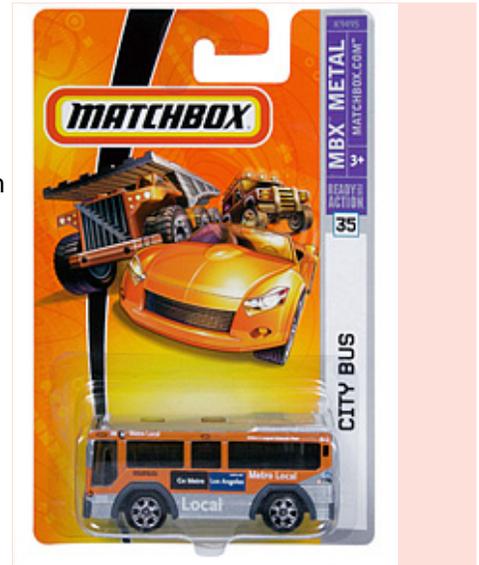
The Matchbox® Metro buses will be available starting this month at retailers nationwide. Metro transit customers can also purchase the Matchbox® Metro City Bus vehicle through the Metro Store online at [www.metro.net/metrostore](http://www.metro.net/metrostore).

### **About Metro**

Los Angeles County Metropolitan Transportation Authority (Metro) is unique among the nation’s transportation agencies. It serves as transportation planner and coordinator, designer, builder and operator for one of the country’s largest, most populous counties. More than 9.6 million people – nearly one-third of California’s residents – live, work, and play within its 1,433-square-mile service area.

### **About Mattel**

Mattel, Inc., (NYSE: MAT, [www.mattel.com](http://www.mattel.com)) is the worldwide leader in the design, manufacture and marketing of toys and family products, including Barbie®, the most popular fashion doll ever introduced. The Mattel family is comprised of such best-selling brands as Hot Wheels®, Matchbox®, American Girl®, Radica® and Tyco® R/C, as well as Fisher-Price® brands ([www.fisher-price.com](http://www.fisher-price.com)), including Little People®, Rescue Heroes®, Power Wheels® and a wide array of entertainment-inspired toy lines. With worldwide headquarters in El Segundo, Calif., Mattel employs more than the 30,000 people in 43 countries and territories and sells products in more than 150 nations throughout the world. Mattel’s vision is to be the world’s premier toy brands—today and tomorrow. Project developers are Gatehouse Capital Corporation and Legacy Partners. The development is a result of five years of planning, negotiation and collaboration with the Los Angeles County Metropolitan Transportation Authority (Metro), Community Redevelopment Agency of the City of Los Angeles (CRA/LA), Los Angeles City Council and the Hollywood



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community. "It has been a labor of love and patience, but well worth both the time and money," stated Marty Collins, president and CEO of Gatehouse Capital.



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