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FOR IMMEDIATE RELEASE

## **Los Angeles Metro Express Toy Bus Joins Matchbox® Vehicle 10-Pack**

The Los Angeles County Metropolitan Transportation Authority's (Metro) distinctive blue and silver "Metro Express" transit bus, normally seen speeding L.A. commuters on local high-occupancy vehicle freeway lanes, has found its way on Mattel's Matchbox® new 10-vehicle set.

The Metro Express bus shares company with, among others, a dump truck, tractor, ambulance, gasoline tanker and fire truck, and is one of several other Metro buses, including Metro Local and Metro Rapid, now in miniature form from Matchbox®. Vehicles in the Matchbox 10-vehicle set vary per package.

Metro operates several Express bus lines throughout L.A. County. These premium service lines run mainly along freeways and busways during peak morning and afternoon weekday hours. Metro Express bus routes are specially designed to transport riders within high demand corridors, stopping only at major transfer points or activity centers.

The Matchbox® Metro buses are available at retailers nationwide. A limited number of the Matchbox® fleet vehicle sets are available 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. 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. Mattel is recognized as one of the 100 Most Trustworthy U.S. Companies by Forbes Magazine and is ranked among the 100 Best Corporate Citizens by CRO Magazine. Committed to ethical manufacturing practices, Mattel marks a 10-year milestone in 2007 for its ever-evolving Global Manufacturing Principles and focus on sustainable business practices. With global headquarters in El Segundo, Calif., Mattel employs more than 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.

**Metro-104**

