



Otis College of Art and Design

FOR RELEASE ON NOVEMBER 10, 2009

**MATTEL, INC. COMMITS \$1.85 MILLION TO OTIS COLLEGE OF ART AND DESIGN**

**Gift To Help Enhance Campus Facilities, Academic Programs and Scholarships,  
Including Support for Otis Toy Design Department**

LOS ANGELES, CA (November 10, 2009) - With many of Los Angeles' top business, philanthropic, art and design leaders looking on, **Samuel Hoi, president of Otis College of Art and Design** accepted a \$1,850,000 gift from **Mattel, Inc.**, presented by **Mattel International President Bryan Stockton**, who is also a member of the Otis Board of Trustees. "Otis College is fortunate to have a generous corporate citizen like Mattel in our midst," said Hoi at the presentation today. "To be competitive in the world and in this age of ideas and innovation, we must embrace creativity in our schools as well as our workplaces. Mattel clearly understands this important issue by responding with this generous gift."

Mattel's philanthropic gift, part of its commitment to two-percent pretax profit to philanthropic efforts, will support Otis student scholarships, art and design curriculum and facility enhancement. "We see this financial contribution as an investment in the future," stated Stockton. "While some companies currently hold back their charitable giving, Mattel feels strongly about investing now in the next generation of creative leaders, in the health of our economy, in the strength of our communities, and in innovations in the art and design industry."

The Mattel gift announcement and presentation was made during the College's annual "**Otis Report on the Creative Economy of the Los Angeles Region**," an event that delivers data and analysis provided by Los Angeles County Economic Development Corporation (LAEDC). Commissioned by Otis College, the 2009 report includes new findings on the state of creativity in business and the workplace, and is titled "Unleashing L.A.'s Creative Potential." More than 300 people attended the speaker/panel discussion program held at the Omni Los Angeles Hotel. The full report can be found at [www.otis.edu](http://www.otis.edu)

The Mattel/Otis Partnership began more than 15 years ago when Otis relocated its campus from mid-town Los Angeles to Westchester, close to Mattel Corporate Headquarters in El Segundo. Since then, Mattel has contributed hundreds of thousands of dollars to support the College

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through classroom collaborations in Toy Design and Fashion Design, sponsorship of the annual Scholarship Benefit and Fashion Show, and funding for student visits to Hong Kong toy manufacturers. With its annual participation in the Otis internship fair, the graduate show preview and the portfolio review process, Mattel also maintains a strong presence in Otis' campus life. Mattel employs designers from across a number of Otis College departments – Communication Arts, Toy Design, Fashion Design and Digital Media. Currently, Mattel is the #1 employer of Otis graduates.

At the close of the Otis/Mattel announcement and presentation, Hoi said, "This deepens the College's already extraordinary relationship with Mattel, and will enable Otis to continue to attract the best and brightest creative talent as students and educators for years to come."

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**About Otis:** Founded in 1918, Otis College of Art and Design prepares diverse students of art and design to enrich our world through their creativity, their skill, and their vision. The College offers an interdisciplinary education for over 1,200 full-time students, awarding BFA degrees in advertising design, architecture/landscape/interiors, digital media, fashion design, illustration, product design, painting, photography, sculpture/new genres, and toy design; and MFA degrees in fine arts, graphic design, public practice, and writing. Continuing Education offers certificate programs as well as personal and professional development courses. More information on Otis College of Art and Design is available at [www.otis.edu](http://www.otis.edu) or by calling (310) 665-6800.

#### **About Mattel**

Mattel, Inc., (NASDAQ: 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 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 29,000 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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