



Shockwave.com and Mattel, Inc. Debut Integrated Entertainment Initiatives to Launch Hot Wheels Battle X

Shockwave.com today announced a marketing partnership with Mattel, Inc. to produce and distribute a custom online game and animation series that support the launch of the newest product from Hot Wheels Battle X. The game and animation episodes will also receive significant offline distribution, being featured on a DVD to be distributed with the toy, and in a TV ad campaign promoting the toy.

San Francisco, CA (PRWEB) January 26, 2005 -- The Shockwave.com website today announced a marketing partnership with Mattel, Inc. to produce and distribute a custom online game and animation series that support the launch of the newest product from Hot Wheels Battle X. The game and animation episodes will also receive significant offline distribution, being featured on a DVD to be distributed with the toy, and in a TV ad campaign promoting the toy.

In stores this month, Hot Wheels Battle X are motorized combat vehicles that can be customized by kids to compete in high-speed battles. Beginning today, Shockwave.com is featuring a series of four animation episodes as well as a custom Hot Wheels Battle X 3D game that allows kids to compete online at <http://battlex.shockwave.com>. A downloadable version of the game is only on www.hotwheels.com.

"Shockwave.com always looks to push the boundaries of digital entertainment and marketing," said Mika Salmi, CEO of AtomShockwave Corp. "We are honored to be working with the worldwide leader in toys on an innovative landmark campaign to entertain kids."

The new partnership with Mattel builds on Shockwave.com's past success in branded entertainment. Most recently, "ZipZaps Special Edition," the third installment in its record-breaking online racing game series created for the RadioShack Corporation, was a finalist for "Advergame of the Year" at the Billboard Digital Entertainment Awards. The Billboard judges recognized the game's value to Radio Shack as an advertiser, as well as its enormous popularity with consumers - the Zip Zaps game franchise attracted the most plays ever for an online game - more than 30 million game plays in just a few months of release.

"Shockwave.com has demonstrated its expertise in developing and marketing online entertainment," said Doug Wadleigh, Vice President Marketing, Hot Wheels. "By partnering with Shockwave.com, we are thrilled to bring kids unique and interactive extensions of Hot Wheels Battle X to take them above and beyond traditional play."

Shockwave.com has worked with other major brands on a variety of branded entertainment programs, including a music video contest with HP and the Warped Tour, a branded game with the All-New 2005 Dodge Dakota, and a branded game sweepstakes with LG Mobile Phones.

About Shockwave.com

Shockwave.com is the world's leading destination for online games, serving a large, loyal audience the best in interactive entertainment since 1998. The award-winning Shockwave.com Web site (www.shockwave.com) attracts millions of players of all ages with a broad selection of entertainment - action-packed arcade-style games, jigsaws and puzzle games, creativity software titles, multiplayer games, and more. Originally founded



as a division of Macromedia Inc, Shockwave.com is a service of San Francisco-based AtomShockwave Corp. For more information, please visit www.shockwave.com and www.atomshockwave.com.

About Mattel

Mattel, Inc., [NYSE: MAT] 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 of toys and games is comprised of such best-selling brands as Hot Wheels® , Matchbox® , UNO® , American Girl® , and Fisher-Price® , which also includes Little People® , Rescue Heroes® , Power Wheels® , as well as a wide array of entertainment-inspired toy lines. With worldwide headquarters in El Segundo, Calif., Mattel employs more than 25,000 people in 36 countries and sells products in more than 150 nations throughout the world. The Mattel vision is to be the world's premier toy brands - today and tomorrow.

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