



PRESS RELEASE

## Technicolor Partners with Mattel

*Produces the Latest Barbie® DVD Feature, Barbie™: A Perfect Christmas*

**Paris (France) & Hollywood (California) – November 10, 2011** – [Technicolor](#) (Euronext Paris: TCH) today announces it has collaborated with the Barbie® brand to produce *Barbie™: A Perfect Christmas*, the latest DVD from the Barbie™ Entertainment power house franchise. *Barbie™: A Perfect Christmas* is Barbie® doll's 22nd computer-animated Barbie™ movie and was released on DVD in North America on November 8. It will be released in Europe on November 22.

Technicolor provided a full range of services for Mattel, including front-end pre-production (such as art direction, design, storyboards/storyreel, editorial, and production management), direction and computer-generated ("CG") animation, audiovisual post-production, and DVD menus.

*"Working with Steven Wendland and the Technicolor team has been terrific,"* said Rob Hudnut, Executive Producer for Barbie Entertainment. *"They helped us bring new characters – the sisters of Barbie -- to life in a beautiful movie that we believe will be a new holiday classic."*

Technicolor also produced a five-minute short feature based on the humorous camping adventure of Barbie™ and her sisters. The short appears on Barbie™ Entertainment's other fall 2011 release *Barbie™ Princess Charm School* and on *Barbie™ A Perfect Christmas*.

*"The team at Technicolor is delighted to have the opportunity to work with Mattel on such a prestigious global brand. This Barbie DVD has allowed us to demonstrate the full range of high-quality services we offer our clients, from design and storyboarding to post-production,"* said Tim Sarnoff, President of Technicolor Digital Productions. *"We look forward to continuing our relationship with Mattel to fulfill their visions on screen."*

Technicolor's Executive Producer, Steven Wendland, brought on board Director, Mark Baldo, and Producer, Kevin Gamble, to collaborate on the project.

Technicolor produces high-quality CG animation for television, direct-to-DVD, commercials, video games and location-based entertainment through its industry-leading production facility in Bangalore, India. The group launched its own original content development initiative in 2010 in order to complement its services business with the next logical step of becoming a content creator and owner in the animation industry. Major animation clients include DreamWorks Animation, Nickelodeon, Electronic Arts, Mattel, Rockstar Games and Sony Computer Entertainment America.

\*\*\*



## **About Technicolor**

Technicolor is home to industry-leading creative and technology professionals committed to the creation, management and delivery of entertainment content to consumers around the world. Propelled by a culture of innovation and underpinned by a dedicated research organization, the company's thriving licensing business possesses an extensive intellectual property portfolio focused on imaging and sound technologies. Serving motion picture, television, and other media clients, the company is a leading provider of high-end visual effects, animation, and postproduction services. In support of network service providers and broadcasters globally, Technicolor ranks among the worlds' leading suppliers of digital content delivery services and home access devices, including set-top boxes and gateways. The company also remains a large physical media service provider, being one of the world's largest film processors and independent manufacturers and distributors of DVDs and Blu-ray™ discs.  
Euronext Paris: TCH • [www.technicolor.com](http://www.technicolor.com)

**Press contacts:** +33 1 41 86 53 93  
[technicolorpressoffice@technicolor.com](mailto:technicolorpressoffice@technicolor.com)

**Investor relations:** +33 1 41 86 55 95  
[investor.relations@technicolor.com](mailto:investor.relations@technicolor.com)

## **About Mattel, Inc.**

Mattel, Inc. (NASDAQ:MAT - News) ([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. In 2011, Mattel was named as one of FORTUNE Magazine's "100 Best Companies to Work For" for the fourth year in a row, and also is ranked among Corporate Responsibility Magazine's "100 Best Corporate Citizens." With worldwide headquarters in El Segundo, Calif., Mattel employs approximately 30,000 people in 43 countries and territories and sells products in more than 150 nations. At Mattel, we are "Creating the Future of Play."

BARBIE and associated trademarks and trade dress are owned by, and used under license from, Mattel, Inc. ©2011 Mattel, Inc. All Rights Reserved.