

Coughlin Stoia Geller Rudman & Robbins LLP Announces Landmark Mattel Lead Paint Toy Settlement

Mattel and Fisher-Price agree to provide refunds and other relief to consumers nationwide in multi-million dollar settlement involving over 14 million toys.

October 13, 2009 – John J. Stoia, Jr., of Coughlin Stoia Geller Rudman & Robbins LLP (“Coughlin Stoia”) announced today a landmark action settlement involving the largest recalls of children’s toys in history. Through the settlement, Mattel and Fisher-Price agreed to provide refunds and other monetary relief to millions of families who purchased children’s toys made in China. The toys were recalled or withdrawn from the market in 2006 and 2007, after they were found to exceed legal limits of lead in the paint or plastic of the toy or small magnets that could become loose and harm children if ingested. The affected toys include popular lines including certain Sesame Street toys, Dora the Explorer and Diego toys made by Fisher-Price, and certain Mattel toys, such as Batman, Polly Pocket, Barbie accessories, and Sarge cars.

The proposed consumer class action settlement will resolve twenty-two class action lawsuits filed against Mattel and Fisher-Price and major retailers on behalf of millions of American children and families who purchased or received the defective toys as gifts before they were later recalled or withdrawn from market. Mattel entered into the settlement on behalf of itself, its subsidiary Fisher-Price, and the retailer defendants.

If approved by the Court, the settlement will require Mattel and Fisher-Price to provide refunds to consumers who purchased or acquired the toys, as well as reimburse families who incurred costs for testing their children for lead exposure. Class members who participated in the prior recalls of the affected toys will automatically receive a check. Mattel will also implement a quality assurance program, overseen by the Court, which will ensure the safety of Mattel and Fisher-Price toys all around the world, and it will donate \$275,000 to the National Association of Children’s Hospitals and Related Institutions, a not-for-profit association of 150 children’s hospitals, pediatric units of medical centers and related health systems.

“Families deserve to trust that toys labeled as safe won’t harm their kids,” said John J. Stoia, Jr., of Coughlin Stoia, one of the Co-Lead Counsel representing consumers. “Thanks to this important victory for consumers as a result of this landmark settlement involving toys made by the largest toy company in the world, families can shop with a greater sense of security when purchasing toys,” Stoia added.

Last year, the Honorable Dale S. Fischer of the U.S. District Court for the Central District of California refused defendants’ attempts to dismiss the case on the basis that they had offered consumers vouchers or replacement toys as part of a recall program. “Defendants’ argument that some Plaintiffs have not been injured because they received replacement toys in the voluntary recalls is unpersuasive,” declared Judge Fischer in her order rejecting the corporations’ request to dismiss the case.

To receive a payment, to learn more about the settlement, and to get a list of toys at issue, visit www.MattelSettlement.com or www.CSGRR.com/Mattel.

About Coughlin Stoia

Coughlin Stoia is the nation's pre-eminent class action law firm with 190-lawyers in offices in San Diego, San Francisco, Los Angeles, New York, Boca Raton, Washington, D.C., Philadelphia and Atlanta. Coughlin Stoia is active in major litigations pending in federal and state courts throughout the United States and has taken a leading role in many important actions on behalf of defrauded investors, consumers, and companies, as well as victims of human rights violations. The Coughlin Stoia Web site (<http://www.csgr.com>) has more information about the firm.

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