

FOR IMMEDIATE RELEASE:

Mattel Partners with Acculength to Make Extendable Junior Golf Clubs for *Barbie & Hot Wheels*

Alpharetta, GA – Acculength, a leading manufacturer of extendable junior golf clubs today announced a three-year “co-branded” licensing partnership with Mattel, Inc., a recognized global leader in the design, manufacture and marketing of toys and family products.

Acculength Golf, LLC, the world’s only producer of junior golf clubs that can be lengthened as a child grows, will produce a line of high-performance junior golf clubs for Mattel’s legendary Barbie and Hot Wheels brands incorporating their patented shaft extension technology. The products will depict iconic Barbie and Hot Wheels graphics targeted for girls and boys ages 3-8. Acculength’s proprietary “spacer” technology allows the golf club to **grow** in size as a child grows in height and skill level. The entire product line will be available in select retailers and online (www.clubsthatgrow.com) in early spring 2010.

"We are excited to partner with Acculength as part of our commitment to get kids active and inspire them to try new things", said Lesley Levenson, Vice President, Barbie Marketing. "Acculength's one-of-a-kind innovative technology and our iconic brand imagery will allow kids to get into the swing of things with authentic clubs that are perfect for any junior golfer."

Named on *Golf Digest's* coveted "Hot List" in each of the last two rankings (2006, 2008) and voted the *New Product of the Year* when first introduced at the 2005 PGA Merchandise Show in Orlando, Acculength golf clubs are the only extendable junior golf clubs on the market today. A patented spacer technology provides an accurate fit for up to five seasons by adding length in one inch increments to each Acculength golf club without compromising the integrity of the high-quality graphite shaft. Each Acculength golf club can accommodate up to four one-inch spacers that are easily inserted at the base of the club's grip.

Shawn Benson, Acculength's inventor and CEO stated, "it is one thing to be recognized as best product by the golf industry, but when Mattel, the worldwide leader in products for children, chooses to associate their brands with ours, then I can think of no greater affirmation for what we are doing at Acculength."

Golf products from the joint venture, including clubs, bags and a full array of accessories will be available in select retailers throughout the US and online at www.clubsthatgrow.com. The complete line of Barbie and Hot Wheels golf equipment product offering, designed for ages 3-8 years old, can be viewed by appointment at the PGA Merchandise Show in Orlando, January 28th-30th. Contact CEO Shawn Benson, Acculength Golf, LLC, 770-883-3165 for details.

About Mattel

Mattel, Inc., (NASDAQ: MAT, 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 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.

About Acculength Golf

Acculength Golf, LLC, is an award-winning manufacturer of junior golf clubs “that grow” with children. Based in Alpharetta, Georgia, Acculength golf clubs feature a patented system that allows a golf club to “extend” by accommodating as many as four spacers, each measuring one inch in length, which can easily be inserted into the shaft at the base of the grip of the golf club as a child grows in size. Based on children growing 2-3” per year each one inch spacer will accommodate an entire season of growth, resulting in the first ever custom fit set of golf clubs for juniors with up to a *five season* life span. Separately, each club is engineered to “grow” in *performance* as well as each extension is added resulting in an incremental lowering of the shaft flex point and overall torque. Once a spacer has been properly installed and sets for a 24 hour period it becomes a *permanent part* of the golf club, preserving the integrity of the high-quality, graphite-wound shaft- One set of clubs, 100% solid-shaft integrity- up to 5 seasons of golf.

Acculength golf clubs promote proper golf-club fitting – an often-overlooked, but critical part of learning the game properly. Acculength golf clubs are available in four starter sets for junior golfers ages 3-13 and can be purchased at major national retail outlets or online. Acculength products range in price from \$139 - \$179, which includes four starter clubs, four one-inch spacers and a durable and attractive stand bag. A wide variety of additional woods and irons are available for the more advance junior golfer. Additional information is available by visiting www.clubsthatgrow.com.

Media and retailer inquires contact information:

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