



THE VOTE IS IN: BARBIE® DOLL'S 126TH CAREER – COMPUTER ENGINEER

You voted and we listened! Consumers around the world voted for Barbie® Doll's next career and we are pleased to announce that her 126th career will be Computer Engineer! The winning careers were announced at New York Toy Fair on February 12th.

Having Barbie® as an ambassador for female computer engineers can help inspire a new generation of girls to hone in on their computer skills and become a part of this growing profession.

"Girls who discover their futures through Barbie will learn that they – just like engineers – are free to explore infinite possibilities, and that their dreams can go as far as their imaginations take them," said Nora Lin, President, Society of Women Engineers. "As a computer engineer, Barbie will show girls that women can design products that have an important and positive impact on people's everyday lives, such as inventing a technology to conserve home energy or programming a newborn monitoring device."

To ensure the doll accurately reflects this occupation, Barbie® designers worked with the Society of Women Engineers and the National Academy of Engineering to ensure that accessories, clothing and packaging were realistic and representative of a real computer engineer. Looking geek chic, Computer Engineer Barbie® wears a t-shirt featuring a binary code pattern and computer/keyboard icon along with a pair of black knit skinny pants. Computer Engineer Barbie® carries a Barbie® smart phone, fashionable laptop case, flat watch and Bluetooth earpiece. With stylish pink-frame glasses and a shiny laptop, she is ready to conquer the day's tasks on the go or from her desk.

For girls to further experience the reality of being a computer engineer, the doll also includes a special code to unlock exclusive online game content on Barbie.com. Computer Engineer Barbie® is now available for pre-order at www.MattelShop.com and will be available at retailers nationwide in Winter 2010.

Please visit www.BarbieMedia.com for more information and images.

Media Contacts:

Michelle Chidoni
Mattel
310-903-3412
michelle.chidoni@mattel.com

Stefani Green
Mattel
310-252-6514
stefani.green@mattel.com



Barbie is another wonderful way of introducing girls to engineering, a profession that includes computer engineers and many others all working together on the world's most important challenges. The National Academy of Engineering shares their passion for portraying engineering as a "cool" and creative career path, because that realization both opens doors for girls individually and is vital to tapping a rich diversity of ideas that will lead us all into the future.

– Randy Atkins,
National Academy
of Engineering