

5th September 2007

Mr Toby Green

Royal Borough of Windsor & Maidenhead
Trading Standards Department
York House
Sheet Street
Windsor
SL4 1DD

Our ref: AC
Your ref:
Direct line: +44 (0)1327 314004
Alfred.Cash@mattel.com

BY EMAIL and POST

Dear Mr. Green

**PRIVILEGED AND CONFIDENTIAL: VOLUNTARY PRODUCT RECALL -
CERTAIN PRODUCT NUMBERS OF MATTEL® TOYS**

I refer to the emails between you and I in which I informed you about a proposed voluntary recall of Mattel, Inc.toys.Mattel has now formally decided to commence its new recall. Only those toys highlighted are to be recalled.

J9484 Barbie Dream Pet Playset Assortment
J9485 BARBIE® DREAM PUPPY HOUSE™ Playset
J9486 BARBIE® DREAM KITTY CONDO™ Playset

K8605 Barbie Deluxe Furniture Asst
K8606 BARBIE® Table & Chairs Kitchen Playset
K8607 BARBIE® BATHTUB AND TOILET Playset
K8608 BARBIE® LIVING ROOM Playset
K8609 BARBIE® Desk & Chair Bedroom Playset

k8610 Barbie Premium Playset Assortment
K8611 BARBIE® Refrigerator & Cart Kitchen Playset
K8612 BARBIE® Shower & Vanity Bathroom Playset
K8613 BARBIE® LIVING ROOM Playset

L6940 Barbie Kitchen Furniture Playset (Int'l Giftset containing K8606)

L1207 BARBIE ULTIMATE FURNITURE GIFT SET (Gift set contains
K8613)

B4342 H5705 Fisher-Price® GEOTRAX™ Rail & Road System
Freightway Transport™

I now enclose a completed notification form, on behalf of Mattel U.K. Limited ("Mattel") of Mattel House, Vanwell Business Park, Vanwell Road, Maidenhead, Berkshire, SL6 4UB, setting out the background to and Mattel's proposals regarding implementation of the recall. *[As you may have read, the recall was formally announced by the US Consumer Product Safety Commission ("CPSC")].*

Mattel requests that this notification be accepted by you (and the DTI if applicable), as a single notification to be transmitted, by the UK, to all affected EU/EEA countries, as provided for in the European Commission's Guidelines on the Notification of Dangerous Consumer Products (page 11, first bullet point) and the UK's notification form. Mattel believes that this would be the most time and cost efficient procedure to use, both for itself and the relevant authorities across the EU/EEA, rather than having to make individual notifications, some requiring translation, which will inevitably delay matters. Mattel is asking The Royal Borough of Windsor and Maidenhead, as its "home" Trading Standards department in the UK to transmit the notification across the EU/EEA.

Given the notification obligations to which it is subject under the 2001 Directive and its local implementing legislation, Mattel would be grateful for a swift response as to whether you/the DTI are willing to accept the attached documents as a single notification.

We stress that this is a voluntary recall and is not to be taken as an admission by Mattel that the products in question constitute "unsafe" products under applicable legislation.

Mattel is extremely grateful for your assistance with this voluntary recall and looks forward to hearing from you, as soon as possible, with a response.

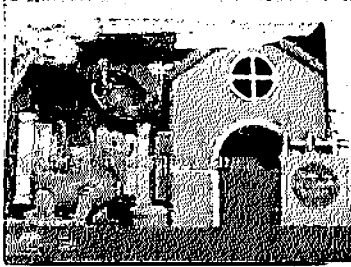
Yours faithfully

A. Cash
Director Mattel Corporate Product Integrity Europe

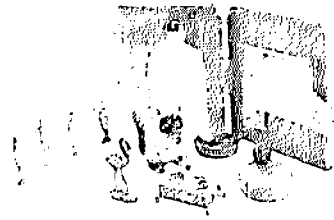
Mattel Inc

cc: Kate Corby (Baker & McKenzie)
Miss Yeshim Halil
General Product and Services Safety
Consumer and Competition Policy Directorate
Department of Trade and Industry

APPENDIX "A"



J9485



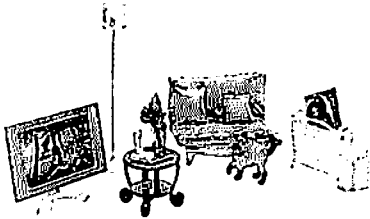
J9486



K8606



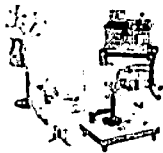
K8607



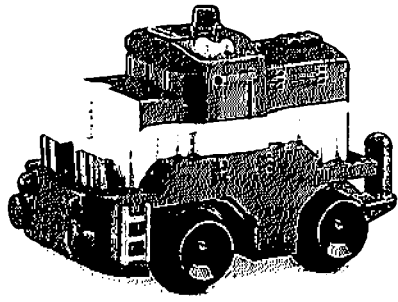
K8608



K8609



K8613



H5705