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**MEGA™ PARTNERS WITH TERRACYCLE®
TO LAUNCH RECYCLING PROGRAM**
MEGA™ Unveils Free Nationwide Recycling Program To Give New Life To Old Toys

TORONTO, Canada, April 16, 2020 – MEGA™, a leading construction toy brand, announced today a partnership with international recycling leader TerraCycle®. This partnership will recycle used Mega Bloks®, Mega Construx™ and other non-electronic MEGA™ toys to create new products in Canada.

Through the Blocks and Bricks Recycling Program, consumers can send in MEGA toys to be recycled at no charge to the consumer. Participation is easy: consumers can sign up on the program page at www.terracycle.com/blocks-and-bricks-en-ca then mail in their blocks and bricks using a prepaid shipping label that can be printed at home. Once collected, the blocks and bricks will be cleaned, melted into hard plastic and remolded to make new products from the recycled materials, which may include playgrounds, picnic tables and park benches, to name a few. The Blocks and Bricks Recycling Program is open to any individual, school, office, or community organization interested.

“MEGA is giving builders of all ages a unique opportunity to divert waste from landfills,” said Tom Szaky, TerraCycle’s founder and CEO. “By collecting and recycling items that are typically not recyclable through municipal programs, consumers are given the opportunity to think twice about what is recyclable and what truly is trash.”

Earlier this year, MEGA released a new line of building products made from plant-based materials. As part of the line, all products come in Forest Stewardship Council (FSC)-certified packaging that is fully recyclable.

“Our plant-based blocks were the first step towards creating a more sustainable future and we are excited to continue the momentum as we believe that with every step, together we can make an impact,” said Bisma Ansari, SVP of MEGA. “By teaming up with TerraCycle, we are providing builders a more sustainable option to dispose of their well-loved toys and the ability to recycle our toys for free. We are very proud to continue our commitment towards a greener planet, one block at a time, as we build a brighter tomorrow together.”

For more information on this initiative and TerraCycle’s recycling programs, visit <https://www.terracycle.ca>.

About Mattel

Mattel is a leading global children’s entertainment company that specializes in design and production of quality toys and consumer products. We create innovative products and experiences that inspire, entertain and develop children through play. We engage consumers through our portfolio of iconic franchises, including Barbie®, Hot Wheels®, American Girl®, Fisher-Price®, Thomas & Friends™ and MEGA™ as well as other popular brands that we own or license in partnership with global entertainment companies. Our offerings include film and television

content, gaming, music and live events. We operate in 40 locations and sell products in more than 150 countries in collaboration with the world's leading retail and technology companies. Since its founding in 1945, Mattel is proud to be a trusted partner in exploring the wonder of childhood and empowering kids to reach their full potential. Visit us online at www.mattel.com.

About TerraCycle

TerraCycle is an innovative waste management company with a mission to eliminate the idea of waste. Operating nationally across 21 countries, TerraCycle partners with leading consumer product companies, retailers and cities to recycle products and packages, from dirty diapers to cigarette butts, that would otherwise end up being landfilled or incinerated. In addition, TerraCycle works with leading consumer product companies to integrate hard to recycle waste streams, such as ocean plastic, into their products and packaging. Its new division, Loop, is the first shopping system that gives consumers a way to shop for their favorite brands in durable, reusable packaging. TerraCycle has won over 200 awards for sustainability and has donated over \$44 million to schools and charities since its founding more than 15 years ago and was named #10 in Fortune magazine's list of 52 companies Changing the World. To learn more about TerraCycle or get involved in its recycling programs, please visit www.terracycle.ca.

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