



Dear Intelligent Investor,

PigsGetRich is an objective, unbiased, 3rd party research organization that has helped investors manage their own capital more effectively while substantially outperforming the broad market averages each year. We are not paid by anyone to issue these reports and will never take a dime from any company to promote their stock. Each report is written to help you understand what really matters when you invest and which companies, in our opinion, demonstrate excellence in their business environment.

Our goal is to provide you with an education in every single report. We realize you can gather all the statistical information you want on more than 20,000 publicly traded companies by visiting a number of free and pay websites available online. However, we are often asked "***how do I find a company's value?***" Well this is exactly what our stock reports intend to do.

On the following pages you will find a complete analysis covering the entire array of fundamentals on the selected company. Too many investors (both individual and institutional) never delve deeper than historic stock prices and ratios that accompany them. It is easy to get wrapped up in the hype and sizzle of the market, but our job is to help you reverse the brainwashing and/or uncover the true value of the business.

Value is relative and just because one site ranks a stock 1-star while another site ranks it 4 stars means absolutely nothing! In the end, the only thing that matters is whether you make money with an investment. With each stock report PGR aims to provide a different prospective on the company presented and help you make money!

I sincerely hope that by using our stock reports you gain the timeless knowledge that has been passed down for the last 100 years through great businessmen like Benjamin Graham, Warren Buffett, Charlie Munger, Joel Greenblatt, Mohnish Pabrai, and Edward Lampert. These men are our inspiration and benchmark to further success.

Warmest Regards,

Jonathan D. Poland
Founder/Chairman

**PLEASE NOTE THAT THIS IS NOT A COMPANY
WE ARE RECOMMENDING TO OUR CLIENTS**

MATTEL INC. (NYSE:MAT)

Last Price	19.32
52 Week Range	16.42 - 29.71
Average Daily Volume (13wk)	2.31 Mil
50 Day Moving Average	23.60
200 Day Moving Average	25.45
Recommendation:	member's only

Business Summary:

Mattel, Inc. was founded in 1945 and is headquartered in El Segundo, California. Mattel, Inc. (Mattel) designs, manufactures and markets a variety of toy products worldwide through sales to its customers and directly to consumers. The company's product family comprises various brands, including Barbie, Hot Wheels, Matchbox, American Girl, Radica, and Tyco R/C, as well as Fisher-Price brands, including Little People, Power Wheels, and a range of entertainment-inspired toy lines.

Mattel Inc.

333 Continental Boulevard
El Segundo, CA 90245-5012
Phone: 310-252-2000
Fax: 310-252-2179
Web Site: <http://www.mattel.com>

Guru Activity:

There hasn't been much activity over the last year. Richard Aster Jr. and his Merideth Growth Fund owns over 1.8 Million shares.

Management Rating:

The management of a company is the crucial difference between excellence and mediocrity in many cases. It is our goal to fairly rate the management based upon their "real performance" in allocating capital and providing economic value to shareholders.

A+

Mattel gets an A+ rating due to many factors.

1. The management has been candid and honest for years.
2. Their return on equity has averaged over 19% for the last 15 years!
3. The company maintains a positive net working capital (current assets – total liabilities)

2.29.2008 \$19.32

Market Value (mil)	\$6,884.67
Debt (mil.)	\$550.00
CASH (mil.)	\$26.00
Total Capitalization (mil.)	\$7,408.67
Book Value	\$12.90
Sales (mil.)	\$5,970.09
Net Income (mil.)	\$599.99

Earned Per Share

Current EPS	\$1.42
2007 Estimate	\$1.42
2002 EPS	\$1.22
1997 EPS	\$0.76

Balance Sheet (#'s in millions)

Assets	4,805.46
Liabilities	2,498.71
Total Equity	2,306.75
Shares Outstanding	361.4

Current Dividend	\$0.75	Equity Value Per Share (EVPS)	\$6.90
-------------------------	--------	-------------------------------	--------

Ratios		ROE Valuation (#'s in millions)	
Forward P/E	13.42	Ave. ROE (10 Year)	19.21%
Price/Book	147.67%	Current ROE	26.00%
Dividend/EPS	52.82%		
Net Profit Margin	10.05%	EVPS 10-Yr	\$40.00
EPS/Book	11.01%	Total Equity 10-Yr	13,369.88
		Net Income 10-Yr	\$2,568.35
Growth in EPS			
5 Year Growth	16.39%	Average P/E Ratio	28.58
10 Year Growth	86.84%	Debt / Income	0.92
Return on Total Capitalization	8.10%	Initial Rate of Return	8.71%

Intrinsic Valuation:

Intrinsic value is not an exact science and should be treated in that manner. However, in trying to find the value of a business we have many parts that are freely available to us, of which Return on Equity, Book Value Growth, and EPS Growth are the 3 key ingredients. Couple with the businesses outlook for the future can bring us a reasonable evaluation of a company's actual worth- not just its stock price.

Looking at P/E and Return on Equity we come to our analysis on the intrinsic value of Mattel Inc.

EPS Growth Valuation - \$Members Only

The company has over \$740 Million in cash at the moment and is looking to earn \$1.46 a share this year... The good news is they are still making money. If they continue to create the same type of value going forward (437% 10 year average) the company could earn over \$.\$\$ a share by 2015. That would give them a stock price of roughly \$XX a share if they stay true to their historical P/E ratio and an annualized return of XX% a year. Not too bad for growth, but could lag the market.

Return on Equity Valuation - \$Members Only

On the other hand the Mattel is very good at allocating their capital and getting an overabundant return on their equity. Roughly 17% for the last decade! If they can somehow match their previous 15 years and continue to earn high returns (in excess of 20%) the stock could very well be a \$\$\$ (non split adjusted) piece of paper by 2015. This would give them a XX% annualized return.

PigsGetRich Commentary:

\$Members Only

Regards,

Research @ PigsGetRich
www.pigsgetrich.com

Disclaimer/Disclosures:

1. The information contained in this report is from sources PGR Global (PigsGetRich) believes to be reliable; but no representation or warranty, express or implied, is made by PigsGetRich or any of its affiliates, or any other person as to its accuracy, completeness, or correctness.
2. This report is not a solicitation, or offer, to buy or sell any securities.
3. All estimates, opinions, recommendations, and advice contained in this report constitute PigsGetRich's judgment as of the date of this report, are subject to change without notice and are provided in good faith but without legal responsibility
4. Nothing in this reports constitutes legal, accounting or tax advice or individually tailored investment advice. This material is prepared for the general circulation to subscribers and has been prepared without regard to the individual financial circumstances and objectives of persons who receive it.
5. Investing involves substantial risk. Neither PigsGetRich, nor any of its affiliates makes any guarantee or other promise as to any results that may be obtained from using this report. Past performance is not a guarantee of future results and a loss of original capital may occur. No subscriber should make any investment decision without first consulting his or her own personal financial advisor and conducting his or her own research and due diligence, including carefully reviewing the prospectus and other public filings of the issuer. To the maximum extent permitted by law neither PigsGetRich, any of its affiliates, nor any other person, accepts any liability whatsoever for any direct or consequential loss arising from any use of this report or the information contained herein.
6. PigsGetRich and employees of PigsGetRich may own the securities that are the subject of this report directly or indirectly through their own accounts.