



Mattel Partners with Teacher Created Materials to Launch Branded Educational Products for Young Learners

EL SEGUNDO and HUNTINGTON BEACH, Calif., November 12, 2025 — [Mattel, Inc.](#) (Nasdaq: MAT), a leading global toy and family entertainment company and owner of one of the most iconic brand portfolios in the world, today announced a multi-year licensing agreement with Teacher Created Materials (TCM), a leading educational publisher, to develop and distribute a new line of educational products featuring some of Mattel's most beloved brands, including Barbie, Hot Wheels, Fisher-Price, and American Girl.

The collaboration will bring Mattel's franchises to children ages three to eight through curriculum-aligned, skill-building workbooks, and supplemental materials. Barbie and Hot Wheels branded workbooks and flash cards will launch beginning in Spring 2026, with additional releases to follow in 2027 and beyond.

Ryan Ferguson, Global Head of Publishing, Mattel said: "This partnership with Teacher Created Materials allows us to extend Mattel's iconic properties beyond playtime and into meaningful learning experiences. Through the power of storytelling and education, we hope to inspire curiosity and creativity in young learners everywhere."

Fully branded with Mattel's IP and designed for young learners, the program covers foundational subjects such as literacy, math, and content knowledge. Initial formats include workbooks and flashcards developed for both consumer and classroom use, with availability across the United States and Canada.

Kyra Ostendorf, Publisher of Trade, Teacher Created Materials, said: "We are thrilled to collaborate with Mattel to create educational resources that pair fun and learning in meaningful ways. By aligning TCM's research-based content with Mattel's iconic brands, we're helping children build confidence, skills, and a love for learning."

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About Mattel

Mattel is a leading global toy and family entertainment company and owner of one of the most iconic brand portfolios in the world. We engage consumers and fans through our franchise brands, including Barbie®, Hot Wheels®, Fisher-Price®, American Girl®, Thomas & Friends™, UNO®, Masters of the Universe®, Matchbox®, Monster High®, Polly Pocket®, and Barney®, as well as other popular properties that we own or license in partnership with global entertainment companies. Our offerings include toys, content, consumer products, digital and live experiences. Our products are sold in collaboration with the world's leading retail and ecommerce companies.

Since its founding in 1945, Mattel is proud to be a trusted partner in empowering generations to explore the wonder of childhood and reach their full potential. Visit us at mattel.com

About Teacher Created Materials

For nearly 50 years, Teacher Created Materials has developed innovative and imaginative educational materials for students worldwide. As a leading educational publisher, our mission is to create a world in which children love to learn, wherever they are—in classrooms, schools, libraries, or at home. Discover more about us at tcmpub.com.

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