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## **NEW DISNEY DVD GAME BRINGS FAIRY TALE MAGIC HOME**

*Screenlife, LLC and Mattel's Disney Princess Dream Journey for Ages Four and Up is a  
Delightful Adventure Enchanted with Disney Classics*

SEATTLE – (October 24, 2006) – Put on your prettiest gown, polish your glass slippers and don't forget your invitation to the Royal Ball. Cinderella, along with many favorite Disney characters, invites girls to join them on a voyage through the magical kingdom in Disney Princess Dream Journey, the new DVD game from the creators of *Creative Child Magazine's* Toy of the Year, Disney DVD Bingo.

"The role-playing experience of this game is unique. My own four-year-old daughter plays the game as Belle from *Beauty and The Beast*," said Dave Long, Screenlife's co-founder and CEO. "Players can embody their favorite Disney princess characters, relive classic moments and sing along with their favorite songs."

Help your princess live happily ever after with a little imagination and some Bibbidi-Bobbidi-Boo. Disney Princess Dream Journey comes with a sparkling new tiara that your child can wear while choosing to be one of six Disney Princesses, including Sleeping Beauty, Snow White, Ariel, Cinderella, Jasmine, and Belle. Using the Disney Princess Controller (included), navigate through her favorite Disney Princess' movies, and with some help from host Angela Lansbury play fun mini-games and solve simple puzzles along the way. With real clips and songs from favorite Disney classics any home can become an enchanted kingdom.

Available now, Disney Princess Dream Journey can be purchased nationwide wherever games are sold, including online at [www.screenlifegames.com](http://www.screenlifegames.com).

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**About Screenlife, LLC**

Screenlife, LLC is a premier game company that's bringing a new dimension to the way the world has fun. Screenlife is the creator and world's leading manufacturer of DVD games, including Scene It?, the number one selling DVD game worldwide. Screenlife games feature patented Optreve™ DVD Enhancement Technology and are available in five languages, across 14 countries, and in more than 40,000 retail locations. A leader in entertainment licensing, Screenlife has established thousands of partnerships with major Hollywood studios, sports leagues and recording labels as well as actors, athletes and musicians. For more information about Scene It? and other Screenlife games, visit [www.screenlifegames.com](http://www.screenlifegames.com) or call (866) DVD-GAME.

**About Mattel, Inc.**

Mattel, Inc., (NYSE: MAT, [www.mattel.com](http://www.mattel.com)) is the worldwide leader in the design, manufacture and marketing of toys and family products, including Barbie®, the most popular fashion doll ever introduced. The Mattel family is comprised of such best-selling brands as Hot Wheels®, Matchbox®, American Girl®, Radica® and Tyco® R/C, as well as Fisher-Price® brands ([www.fisher-price.com](http://www.fisher-price.com)), including Little People®, Rescue Heroes®, Power Wheels® and a wide array of entertainment-inspired toy lines. With worldwide headquarters in El Segundo, Calif., Mattel employs more than the 30,000 people in 42 countries and sells products in more than 150 nations throughout the world. Mattel's vision is to be the world's premier toy brands -- today and tomorrow.

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