

MATTEL INC /DE/  
Form 8-K  
July 19, 2004

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# SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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## FORM 8-K

Current Report Pursuant to Section 13 or 15(d) of  
The Securities Exchange Act of 1934

Date of Report: July 19, 2004

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## MATTEL, INC.

(Exact name of registrant as specified in its charter)

Delaware  
(State or other jurisdiction  
of corporation)

001-05647  
(Commission File No.)

95-1567322  
(I.R.S. Employer  
Identification No.)

333 Continental Boulevard, El Segundo, California  
(Address of principal executive offices)

90245-5012  
(Zip Code)

Registrant's telephone number, including area code (310) 252-2000

N/A

(Former name or former address, if changed since last report)



**Item 7. Financial Statements and Exhibits.**

(a) Financial statements of businesses acquired: None

(b) Pro forma financial information: None

(c) Exhibits:

This exhibit is furnished pursuant to Items 9 and 12 hereof and should not be deemed to be filed under the Securities Exchange Act of 1934.

99.0 Press release dated July 19, 2004

**Item 9. Regulation FD Disclosure and**

**Item 12. Disclosure of Results of Operations and Financial Condition.**

On July 19, 2004, Mattel issued a press release regarding its 2004 second quarter results of operations, a copy of which is furnished as Exhibit 99.0 hereto. This exhibit is incorporated herein by reference.

In its 2004 second quarter press release, Mattel includes a non-GAAP financial measure, gross sales, which it uses to analyze its continuing operations and to monitor, assess and identify meaningful trends in its operating and financial performance.

Net sales, as reported in the consolidated statements of operations, include the impact of sales adjustments, such as trade discounts and other allowances. Gross sales represent sales to customers, excluding the impact of sales adjustments. Consistent with its segment reporting, Mattel presents changes in gross sales as a metric for comparing its aggregate, business unit and geographic results to highlight significant trends in Mattel's business. Changes in gross sales are discussed because most sales adjustments are not allocated to individual brands, making net sales less meaningful. A reconciliation of gross sales to the most directly comparable GAAP financial measure, net sales, is provided in Exhibit II to the press release furnished as Exhibit 99.0 in this Form 8-K.

**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

MATTEL, INC.

Registrant

By:                     /s/ ROBERT NORMILE                    

**Robert Normile**

**Senior Vice President, General**

**Counsel and Secretary**

Date: July 19, 2004