

MATTEL INC /DE/  
Form 8-K  
February 03, 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: February 3, 2004

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## MATTEL, INC.

(Exact name of registrant as specified in its charter)

Delaware  
(State or other jurisdiction)

001-05647  
(Commission File No.)

95-1567322  
(I.R.S. Employer

of corporation)

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:

These exhibits are 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	Quantification of Close Out Sales Amounts	Annual
99.1	Quantification of Close Out Sales Amounts	Quarterly

**Item 9. Regulation FD Disclosure and**

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

Immediately after the filing of this Form 8-K, Mattel anticipates posting on its corporate website [www.mattel.com](http://www.mattel.com), under the Investors & Media - Financial Information - Financial History section, updated Pro Forma Annual Trends and Pro Forma Quarterly Trends schedules, reflecting the addition to such schedules of the quantification of close out sales amounts for the years ended December 31, 1997 through 2003 and the quarterly periods for 2001 through 2003, respectively, copies of which are furnished herewith. These exhibits are incorporated herein by reference.

Close out sales are sales of certain products that are no longer included in current product lines. Effective October 1, 2003, close out sales previously classified as a reduction of cost of sales are now classified as net sales in the company's consolidated statements of operations. This change in classification has no impact on gross profit, operating income, net income, EPS, balance sheets or cash flows.

**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: February 3, 2004