

LONG-FORM SETTLEMENT NOTICE

NOTICE OF CERTIFICATION AND SETTLEMENT APPROVAL

IN THE MATTER OF THE

FISHER-PRICE 2010 RECALL CLASS ACTION LITIGATION

TO: All Persons in Canada who purchased or acquired (including by gift) a Fisher-Price trike, high chair, Little People® Rampway or infant toy that was subject to a 2010 recall of products by Fisher-Price in Canada.

PLEASE READ THIS NOTICE CAREFULLY AS IT MAY AFFECT YOUR LEGAL RIGHTS

1. THE PURPOSE OF THIS NOTICE

Class proceeding lawsuits have been commenced in Ontario (*Vell v. Mattel Canada Inc. et al.*, Court File no. CV-12-470990-0001, in Toronto) and Quebec (*Snyder et al. v. Mattel Canada Inc. et al.*, Court File no. 500-06-000526-109, in Montreal) (the “Settlement Proceedings”) against the Defendants Mattel, Inc., Mattel Canada Inc. and Fisher-Price, Inc. alleging that these companies were negligent in designing, manufacturing, marketing and selling certain children’s trikes, high chairs, Little People® Rampway toys and certain infant toys with inflatable balls, which were subject to recalls announced on September 29 and 30, 2010 (the “Recalled Products”).

A Settlement Agreement has been reached with the Defendants in respect of the Settlement Proceedings. The Settlement Proceedings were certified for settlement purposes and the Settlement Agreement approved by the Courts in Ontario on September 16, 2016 and in Quebec on October 12, 2016.

As described below, under the terms of the Settlement Agreement, the Defendants have agreed, in exchange for a full release of claims against them relating to the claims made in the lawsuits, to pay certain “Settlement Benefits” to members of the “Settlement Classes”. The Settlement Benefits include compensation to persons in Canada who purchased or received as a gift a Recalled Product, and who have participated in one of the September 2010 Recalls by requesting and receiving a “Modification Kit” on or before **March 10, 2017**. Settlement Class members who are still in possession of one or more Recalled Products and who have not yet been sent a Modification Kit may submit a Modification Kit Claim before **March 10, 2017**.

The Settlement represents a resolution of disputed claims. The Defendants do not admit any wrongdoing or liability.

This notice is to advise you, as a member of a Settlement Class, of the Settlement Agreement and to inform you of your rights under the Settlement Agreement, including rights you may have to receive Settlement Benefits. You will be bound by the terms of the Settlement Agreement unless you exclude yourself by opting out of the litigation. Opting out is explained below.

Pour obtenir une copie de cet avis ou toute autre information relativement à ce règlement en français, veuillez s'il vous plaît consulter le site internet suivant: www.clg.org ou téléphoner au 1-888-909-7863

Questions? Call 1-888-909-7863 toll free or visit www.clg.org

2. THE SETTLEMENT CLASSES

In order to participate in the Settlement, you must be a member of a Settlement Class. If you are a member of a Settlement Class, you will be bound by the terms of the Settlement unless you opt out of the litigation (as described in Section 5 of this Notice). You are a member of a Settlement Class if you fall within the following Settlement Class definition:

all Persons in Canada, except Excluded Persons, who:

- (i) purchased or acquired (including by gift) a Recalled Product for or on behalf of themselves or a minor child over whom they have custody and control as a parent or guardian, or to be given as a gift to another Person; or
- (ii) are the parent or guardian of a minor child who purchased or acquired (including by gift) a Recalled Product.

“Person” means any adult, individual or minor child or any corporation, trust, partnership, limited liability company or other legal entity, and their respective successors or assigns.

“Excluded Persons” means:

- (i) all Persons who purchased or acquired Recalled Products for resale; and
- (ii) all Defendants and their affiliated entities, legal representatives, successors and assigns.

“Recalled Products” means those products made by or for Mattel (including Fisher-Price), that were subject to the September 29 and 30, 2010 recalls of products by Mattel (the “Recalls”). *The Recalled Products are listed on “Exhibit A” to this Notice.*

“Mattel” includes Mattel, Inc. and all of its direct and indirect subsidiaries, including Fisher-Price, Inc. and Mattel Canada Inc.

“Defendants” means Mattel, Inc., Mattel Canada Inc. and Fisher-Price, Inc. and all of their direct and indirect Canadian and foreign subsidiaries, predecessors, successors, parents, affiliates and assigns.

The Settlement approved by the Courts creates two Settlement Classes, one for each of the each of the two Settlement Proceedings. Each Settlement Class falls under the jurisdiction of one of the Courts.

If you fall within the Settlement Class definition above and you are a resident of Quebec, then you are a member of the **Quebec Settlement Class** in the Quebec Proceeding under the jurisdiction of the Quebec Superior Court.

If you fall within the Settlement Class definition above and you are **not** a member of the Quebec Settlement Class, then you are a member of the **Ontario Settlement Class** in the Ontario Proceeding under the jurisdiction of the Ontario Superior Court of Justice. **PLEASE NOTE: If you fall within the Settlement Class definition and you are a resident of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, New Brunswick, Nova Scotia, Prince Edward Island, Newfoundland and Labrador, Northwest Territories, Nunavut or Yukon, then you are a member of the Ontario Settlement Class.**

Questions? Call 1-888-909-7863 toll free or visit www.clg.org

The Settlement applies equally to both Settlement Classes. Members of both Settlement Classes are eligible for the same Settlement Benefits and are subject to the same Releases under the Settlement Agreement. However, please note that pursuant to the laws in the province of Quebec, certain Settlement Benefits payable to Quebec Settlement Class Members are subject to a 2% deduction, as described in Section C of this Notice.

3. SETTLEMENT BENEFITS

The Settlement provides for the payment of Settlement Benefits to qualifying Settlement Class Members who requested and received a modification kit, replacement part or component provided by Mattel in respect of each of the Recalled Products pursuant to the Recalls (a “Modification Kit”). The Settlement further provides for the payment of Settlement Benefits to qualifying Settlement Class Members who have not yet requested or received a Modification Kit but who submit a valid claim for a Modification Kit (a “Modification Kit Claim”) before **March 10, 2017**.

A. If You Have Already Participated In The Recall(S) And Were Sent A Modification Kit:

If you requested and were sent a Modification Kit by Mattel pursuant to a Recall prior to **December 10, 2016**, you will automatically receive a cheque from Mattel in the amount of \$8.00 for each Modification Kit sent to you, up to a maximum of \$24.00 in total.

You do NOT have to file any claim to receive Settlement Benefits under this section. Mattel has a record of your name and your address that you provided at the time you requested and were sent a Modification Kit. After **March 10, 2017**, a cheque will automatically be mailed to you at the mailing address you provided when your Modification Kit(s) was sent to you.

B. If You Have Not Requested Or Received A Modification Kit But You Submit A Valid Modification Kit Claim Before March 10, 2017:

If you still have one or more Recalled Product(s) and you have not yet been sent a Modification Kit by Mattel in respect of such Recalled Product(s) and you submit a valid Modification Kit Claim (as described in Section 4 of this Notice) before the Claims Deadline, you will automatically receive a cheque from Mattel in the amount of \$8.00 for each valid Modification Kit Claim you submit, up to a maximum of \$24.00 in total. You do NOT have to file any additional claim to receive Settlement Benefits under this section. After **March 10, 2017**, a cheque will automatically be mailed to you at the mailing address you provided in your Modification Kit Claim(s).

Questions? Call 1-888-909-7863 toll free or visit www.clg.org

IMPORTANT NOTE: Under the Settlement, Mattel will pay Settlement Benefits of up to a total of \$200,000 to the Settlement Class. If the Settlement Benefits that would otherwise be payable under Sections A and B of this Notice, combined, exceed \$200,000, Mattel will reduce all settlement cheques *pro rata* so that they total only \$200,000.

C. FAAC DEDUCTION FOR QUEBEC SETTLEMENT CLASS MEMBERS

The laws of the Province of Quebec require that 2% of any monetary amount payable to Quebec Settlement Class Members under the Settlement be paid instead to “Le fonds d'aide aux actions collectives” (“FAAC”), a fund administered by the province of Quebec that provides financial assistance to class action plaintiffs. As a result, cheques paid to Quebec Settlement Class Members under the Settlement will be subject to a 2% deduction. The 2% deducted from each cheque will be remitted to the FAAC by Mattel. This 2% FAAC deduction applies only to cheques payable to Quebec Settlement Class Members under the Settlement. The 2% FAAC deduction does not apply to the Claims of Ontario Settlement Class Members. Quebec Settlement Class Members who would like more information regarding FAAC can visit FAAC’s website at www.faac.justice.gouv.qc.ca.

4. HOW TO SUBMIT A MODIFICATION KIT CLAIM

If you still have one or more Recalled Products and you have not yet been sent a Modification Kit by Mattel in respect of such Recalled Product(s), you may still request a Modification Kit by submitting a Modification Kit Claim to Mattel by:

- (i) visiting the recall webpage of Mattel’s customer service website at <http://service.mattel.com/us/recall.asp>, selecting the applicable Recalled Product and following the online instructions for ordering a Modification Kit; or
- (ii) calling the Mattel (Fisher-Price) toll-free customer service line at 1-877-534-5966, Monday through Friday between the hours of 9 AM and 6 PM Eastern.

To be eligible for the Settlement Benefits described in Section B of this notice, you must submit your Modification Kit Claim before **March 10, 2017**. Please note that you are entitled to a maximum of one Modification Kit and a maximum of \$8.00 in Settlement Benefits for each Recalled Product you have purchased or acquired. If you have already received a Modification Kit for a Recalled Product, you are not entitled to submit a further Modification Kit Claim for the same Recalled Product.

Questions? Call 1-888-909-7863 toll free or visit www.clg.org

5. OPTING OUT

You will be bound by the terms of the Settlement Agreement (including the Release described in Section 6 of this Notice) unless you “opt-out” of the Settlement Proceedings. If you opt-out of the Settlement Proceedings, you will not be entitled to receive any of the Settlement Benefits described in Section 3 of this Notice, nor will you be entitled to participate in this Settlement in any way.

To opt-out, you must submit a written request to be excluded from the Settlement Proceedings. Your written request must be personally signed by you and must include the following information:

- (a) your full name, address, and telephone number;
- (b) all information in your possession identifying the Recalled Products you purchased or acquired;
- (c) the Settlement Class that you are a member of (Ontario or Quebec - please refer to Section 2 of this Notice for a full description of the Settlement Classes); and
- (d) a request to be excluded from the Settlement Proceedings.

Written requests to opt-out must be sent to Class Counsel at the following address, received or postmarked no later than **March 10, 2017**:

Consumer Law Group Inc.
Attention: Jeff Orenstein
102-1030 rue Berri
Montreal, Quebec, H2L 4C3

Members of the Quebec Settlement Class who wish to opt out must also send the written request to be excluded to the following address: Clerk of the Superior Court of Quebec, Palais de Justice, 1 Notre-Dame St. East, Montreal Quebec, H2Y 1B6, Court File No, 500-06-000526-109. This written request should also clearly reference the Quebec Proceeding: *Snyder et al. vs. Mattel Canada Inc. et al.*, Court File no. 500-06-000526-109, Superior Court of Quebec.

No further right to opt-out of the Settlement Proceedings will be provided.

Questions? Call 1-888-909-7863 toll free or visit www.clg.org

6. RELEASE

All members of a Settlement Class who do not opt out of the Settlement Proceedings will be deemed to release Mattel, Fisher-Price, and any other "Releasee" (as defined in the Settlement Agreement) of any liability for "Released Claims" (as defined in the Settlement Agreement) relating to the Recalled Products. However, no individual personal injury claim relating to a Recalled Product is released under the Settlement.

Accordingly, if you do not opt-out, you will not be able to bring or maintain any other claim or legal proceeding in respect of any allegations asserted in the Settlement Proceedings, including any claims relating to Recalled Products, other than claims for personal injury.

7. CLASS COUNSEL

The law firm of Consumer Law Group Inc./Consumer Law Group Professional Corporation represents the Settlement Class Members in Canada. Class Counsel can be reached (toll free) at 1-888-909-7863, in Toronto at (416) 479-4493, in Montreal at (514) 266-7863, in Ottawa at (613) 627-4894, online at www.clg.org, by e-mail to jorenstein@clg.org, by regular mail at 102-1030 rue Berri, Montreal, Quebec, H2L 4C3, Attention: Jeff Orenstein.

Class Counsel legal fees and disbursements have been approved by the Courts. Class Counsel is entitled to legal fees and disbursements in the total amount of \$75,000, plus applicable taxes. Pursuant to the Settlement Agreement, these fees and disbursements will be paid by Mattel.

8. QUESTIONS ABOUT THE SETTLEMENT

This notice contains only a summary of the Settlement Agreement. Settlement Class Members are encouraged to review the complete Settlement Agreement. A copy of the Settlement Agreement can be obtained free of charge at www.clg.org. A copy of the Settlement Agreement can also be mailed to you at a cost of \$10, which represents the cost of photocopying and mailing. If you would like a copy of the Settlement Agreement or have questions that are not answered online, please contact Class Counsel. **INQUIRIES SHOULD NOT BE DIRECTED TO THE COURTS.** Updates and copies of important court filings will be posted online at www.clg.org.

9. INTERPRETATION

This notice contains a summary of some of the terms of the Settlement Agreement. If there is a conflict between the provisions of this notice and the Settlement Agreement, including the Exhibits to the Settlement Agreement, the terms of the Settlement Agreement shall prevail.

Pour obtenir une copie de cet avis ou toute autre information relativement à ce règlement en français, veuillez s'il vous plaît consulter le site internet suivant : www.clg.org ou téléphoner au 1-888-909-7863

<p>THIS NOTICE HAS BEEN AUTHORIZED BY THE ONTARIO SUPERIOR COURT OF JUSTICE AND THE SUPERIOR COURT OF QUEBEC</p>
--

Questions? Call 1-888-909-7863 toll free or visit www.clg.org

EXHIBIT "A"

LIST OF RECALLED PRODUCTS

RECALLED PRODUCTS ARE DEFINED BY SKU# AND DESCRIPTION

(Further details, including photographs of the Recalled Products, can be found at <http://service.mattel.com/us/recall.asp>)

SKU #	DESCRIPTION	RECALL DATE	MODIFICATION KIT
Trike(s)			
72633	Hot Wheels Trike	09/29/2010	Replacement Key
72639	Barbie™ Butterfly Trike	09/29/2010	Replacement Key
72642	Lil' Kawasaki® Trike	09/29/2010	Replacement Key
72643	Tough Trike	09/29/2010	Replacement Key
72644	Tough Trike	09/29/2010	Replacement Key
72792	Kawasaki Trike	09/29/2010	Replacement Key
B8775	Kawasaki® Ninja® Tough Trike	09/29/2010	Replacement Key
B8776	Barbie™ Tough Trike	09/29/2010	Replacement Key
K6672	Nick Jr./Dora the Explorer Tough Trike	09/29/2010	Replacement Key
K6673	Go, Diego, Go! Tough Trike	09/29/2010	Replacement Key
M5727	Barbie™ Tough Trike Princess Ride-On	09/29/2010	Replacement Key
N6021	Kawasaki Tough Trike	09/29/2010	Replacement Key
T6209	Thomas & Friends™ Tough Trike	09/29/2010	Replacement Key
V4270	Go, Diego, Go!™ Kid-Tough™ Trike	09/29/2010	Replacement Key
Rampway(s)			
T4261	Little People® Wheelies™ Stand 'n Play™ Rampway	09/30/2010	Replacement Cars
V6378	Little People® Wheelies™ Stand 'n Play™ Rampway Gift Set	09/30/2010	Replacement Cars
Infant Toy(s) With Inflatable Ball(s)			
73408	Baby Playzone™ Crawl & Cruise Playground™	09/30/2010	Replacement Ball
B2408	B2408 Baby Playzone™ Crawl & Slide Arcade™	09/30/2010	Replacement Ball
C3068	C3068 Ocean Wonders™ Kick & Crawl™ Aquarium	09/30/2010	Replacement Ball
H5704	H5704 Baby Gymtastics™ Play Wall	09/30/2010	Replacement Ball

Questions? Call 1-888-909-7863 toll free or visit www.clg.org

SKU #	DESCRIPTION	RECALL DATE	MODIFICATION KIT
H8094	Ocean Wonders™ Kick & Crawl™ Aquarium	09/30/2010	Replacement Ball
J0327	1-2-3 Tetherball	09/30/2010	Replacement Ball
K0476	Bat & Score Goal™	09/30/2010	Replacement Ball
High Chair(s)			
79638	Healthy Care™ High Chair	09/30/2010	Peg Covers Repair Kit
79639	Healthy Care™ High Chair	09/30/2010	Peg Covers Repair Kit
79640	Healthy Care™ High Chair	09/30/2010	Peg Covers Repair Kit
79641	Healthy Care™ High Chair	09/30/2010	Peg Covers Repair Kit
B0326	Deluxe Healthy Care™ High Chair	09/30/2010	Peg Covers Repair Kit
B2105	Deluxe Healthy Care™ High Chair	09/30/2010	Peg Covers Repair Kit
B2875	Healthy Care™ High Chair	09/30/2010	Peg Covers Repair Kit
C4630	Healthy Care™ High Chair	09/30/2010	Peg Covers Repair Kit
C4632	Link-a-doos™ Deluxe Plus Healthy Care™ High Chair	09/30/2010	Peg Covers Repair Kit
C5936	Healthy Care™ High Chair	09/30/2010	Peg Covers Repair Kit
G4406	Healthy Care™ High Chair	09/30/2010	Peg Covers Repair Kit
G8659	Aquarium Healthy Care High Chair™	09/30/2010	Peg Covers Repair Kit
H0796	Deluxe Healthy Care™ High Chair	09/30/2010	Peg Covers Repair Kit
H1152	Healthy Care™ High Chair	09/30/2010	Peg Covers Repair Kit
H4864	Aquarium Healthy Care™ High Chair	09/30/2010	Peg Covers Repair Kit
H7241	Healthy Care™ High Chair	09/30/2010	Peg Covers Repair Kit
H8906	Close to Me™ High Chair	09/30/2010	Peg Covers Repair Kit
H9178	Easy Clean™ High Chair	09/30/2010	Peg Covers Repair Kit
J4011	Easy Clean™ High Chair	09/30/2010	Peg Covers Repair Kit
J6292	Easy Clean™ High Chair	09/30/2010	Peg Covers Repair Kit
J8229	Easy Clean™ High Chair	09/30/2010	Peg Covers Repair Kit
K2927	Rainforest™ Healthy Care™ High Chair	09/30/2010	Peg Covers Repair Kit
L1912	Healthy Care™ High Chair	09/30/2010	Peg Covers Repair Kit

Questions? Call 1-888-909-7863 toll free or visit www.clg.org