

FOR IMMEDIATE RELEASE

June 14, 2008

**AMERICAN GIRL® PLAYHOUSE COMES TO LIFE ON MICHIGAN AVENUE
“Kit’s Home on Abbott Place” on display in Chicago from June 17-July 13 to benefit
HomeAid and Friends of Santa**

Chicago - This summer, Kit Kittredge, American Girl’s popular 1930s-era character, will make Chicago’s famed Michigan Avenue her home for Project Playhouse™, HomeAid’s annual fund-raising event. Starting June 17, fans of American Girl will have the opportunity to see a replica of Kit’s Depression-era house while supporting HomeAid’s efforts to provide housing for the transitionally homeless, as well as Friends of Santa, a non-profit that fulfills holiday wishes for underprivileged children.

“Kit’s Home on Abbott Place,” built by Pardee Homes®, will be on display at John Hancock Center from June 17 through July 13. The playhouse will be open from 11 a.m. until 6 p.m. Monday through Saturday and from 11 a.m. until 5 p.m. on Sunday. Opportunity tickets will be sold during those four weeks on-site at the playhouse and at American Girl Place located at 111 E. Chicago Avenue. Opportunity tickets start at \$5 (five dollars). Tickets also will be available online at www.projectplayhousechicago.org. All proceeds will benefit HomeAid Chicago and Friends of Santa.

A ribbon cutting ceremony to unveil the playhouse will take place at John Hancock Center from 1:30 p.m.-3 p.m. on Tuesday, June 17. In addition to viewing the playhouse, families will have the opportunity to interact with actresses from The American Girl Theater, enjoy musical performances, and sample tasty treats.

“HomeAid Chicago holds Project Playhouse to bring people together to help build homes for homeless families,” said Kerry Dickson, senior vice president at Related Midwest and current HomeAid Chicago board member. “The money raised from the sale of the Playhouse opportunity tickets will help put a roof over many of Chicago’s transitionally homeless families while giving one lucky winner the opportunity to win an American Girl playhouse and turn his or her dreams into reality. It truly is a win-win situation for all involved.”

The unveiling of the custom-built creation coincides with the release of *Kit Kittredge: An American Girl*, which will premiere in Chicago on June 17, 2008 and open in theaters nationwide on July 2, 2008.

This adorable playhouse, which stands 10 feet tall, celebrates one of American Girl’s most beloved historical characters—Kit Kittredge, a clever and resourceful girl growing up in Cincinnati, Ohio, during the Great Depression. Girls will love spending time in Kit’s attic bedroom—reading and dreaming in the comfy chair, typing their own newspaper stories at the wooden roll-top desk, and creating a Member-o-belgia Wall with notes and pictures from family and friends.



In addition to Chicago, “Kit’s Home on Abbott Place” will be replicated and on display for fund-raising efforts in New York, Los Angeles and Dallas.

“We are delighted to join again with American Girl on behalf of HomeAid; we thank John Hancock Center for their help with Project Playhouse; and we are really pleased this playhouse will play a role in an exciting movie premiere,” said Pardee Homes President and CEO Mike McGee. “Kit’s concern for the less fortunate, her can-do spirit and her desire to spread the word are all exactly right for the Project Playhouse fund-raiser and the HomeAid mission to assist the transitionally homeless.”

The winner of the 2008 Project Playhouse will be selected at random on July 14, 2008.

Editor Note: Renderings and Images are Available Upon Request.

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About HomeAid Chicago

HomeAid Chicago, the official charity of the Home Builders Association of Greater Chicago, works in conjunction with builders and their associates to donate in-kind labor, materials and services to build and renovate transitional housing for the temporarily homeless. HomeAid partners with care providers that offer life-changing support and skills to help beneficiaries regain their self-sufficiency and ultimately making a significant and positive impact on the communities where we live. To learn more about HomeAid Chicago, visit homeaidchicago.org.

About American Girl

American Girl Brands, LLC, is a wholly owned subsidiary of Mattel, Inc. (NYSE: MAT, www.mattel.com), the world’s leading toy company. Since American Girl’s inception in 1986, the company has devoted its entire business to celebrating the potential of girls ages 3 to 12. American Girl encourages girls to dream, to grow, to aspire, to create, and to imagine through a wide range of engaging and insightful books, age-appropriate and educational products, and unforgettable experiences. In meeting its mission with a vigilant eye toward quality and service, American Girl has earned the loyal following of millions of girls and the praise and trust of parents and educators. To learn more about American Girl or to request a free catalogue, call 1 800-845-0005 or visit www.americangirl.com.

About Friends of Santa, Inc.

Each year the Chicago Post Office receives thousands of letters to Santa. Many are from children, Grandparents, and Parents with no hope of celebrating the holiday. Unlike traditional requests, many of these ask for items we take for granted; winter coats, boots, blankets, school supplies, simple toys, and even food. Friends of Santa “adopts” these children and fills their requests, all gifts are wrapped and delivered personally by Santa. Friends of Santa is a 501c3 charity.



About Pardee Homes

Pardee Homes is a multi-regional homebuilder that has supported HomeAid since its inception with financial and in-kind contributions, service on national and local boards of directors, and as a leading participant in Project Playhouse. Established in 1921, Pardee Homes is one of the nation's most prominent multi-regional builders and is noted for quality master-planned communities, green and sustainable building practices and dedication to the educational and civic goals of the communities in which it builds. Visit www.pardeehomes.com.

About John Hancock Observatory

Located inside the iconic John Hancock Center, John Hancock Observatory is open every day from 9 a.m. to 11 p.m. and, at 875 North Michigan Avenue, stands in the heart of the Magnificent Mile next to hundreds of shops, restaurants, attractions and entertainment venues. Highlights include spectacular 360° views spanning 80 miles and four states and the city's only open-air Sky Walk, all accessed by the fastest elevators in the country. John Hancock Center and John Hancock Observatory are owned and operated by affiliates of Golub & Company LLC. More information is at www.hancockobservatory.com.



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