



**MATTEL UNITES ITS ICONIC BRANDS FOR FIRST TIME EVER IN A  
MOBILE GAME WITH 'MATTEL MATCH: TOYBOX UNLOCKED'  
IN PARTNERSHIP WITH UKEN GAMES**

*Embark on a Mobile Puzzle Adventure Featuring Fan-Favorites Barbie, Hot  
Wheels, UNO, and More*



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**El Segundo, Calif. (May 21, 2025)** – [Mattel, Inc.](#) (Nasdaq: MAT), a leading global toy and family entertainment company and owner of one of the most iconic brand portfolios in the world, today announced that it has partnered with **Uken Games**, an independent game studio based in Canada, known for building games that captivate millions of players worldwide, to develop **Mattel™ Match: Toybox Unlocked**, a free-to-play match game that brings together all of Mattel's iconic brands in a brand-new digital experience. *Mattel Match: Toybox Unlocked* marks the first-ever IP crossover mobile game for Mattel, furthering the company's continuous efforts to delight fans with fun, innovative ways to enjoy their iconic brands.

Developed as part of Mattel's 80<sup>th</sup> anniversary campaign, the game features Barbie™, Hot Wheels™, Fisher-Price™, UNO™, Thomas & Friends™, Masters of the Universe™, and even more Mattel brands. Players will journey through uniquely themed levels in a puzzle adventure,

matching characters, toys and items from across Mattel's portfolio and digging through a jumbled toybox to find trios before time runs out. As users advance, new and familiar items are revealed, unlocking additional layers of Mattel's toy universe, brought to life through vibrant animations.

"For the first time ever, Mattel is uniting its beloved brands in a single mobile game with *Mattel Match: Toybox Unlocked*, offering fans an exciting, new way to engage with the characters and stories they love," said Erika Winterholler, Head of Business Development, Digital Gaming at Mattel. "Our team has really enjoyed working with Uken Games to imagine and create this unique, interconnected world on mobile and can't wait to have it join our growing portfolio of digital entertainment titles."

"Uken is delighted to partner with Mattel on this iconic mobile match game that seamlessly brings together your favorite Mattel brands with this unique & challenging gameplay style" said Chris Ye, Co-CEO of Uken Games. "I cannot wait to see players filling up their digital toy boxes with their favorite Barbie, Hot Wheels, and UNO toys among the many others the game will feature."

As Mattel celebrates its 80<sup>th</sup> anniversary this year, the company is honoring its eight decades of inspiring play, creativity, and imagination by continuing to embrace the future of play in the digital age. Mattel is expanding its legacy and bringing its legendary brands to life in new, interactive ways with strategic partnerships and innovative initiatives.

*Mattel Match: Toybox Unlocked* is currently soft launching in the Philippines and Canada, with additional regions rolling out ahead of its official launch later this year.

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### **About Mattel**

Mattel is a leading global toy and family entertainment company and owner of one of the most iconic brand portfolios in the world. We engage consumers and fans through our franchise brands, including Barbie®, Hot Wheels®, Fisher-Price®, American Girl®, Thomas & Friends™, UNO®, Masters of the Universe®, Matchbox®, Monster High®, MEGA® and Polly Pocket®, as well as other popular properties that we own or license in partnership with global entertainment companies. Our offerings include toys, content, consumer products, digital and live experiences. Our products are sold in collaboration with the world's leading retail and ecommerce companies. Since its founding in 1945, Mattel is proud to be a trusted partner in empowering generations to explore the wonder of childhood and reach their full potential. Visit us at [mattel.com](http://mattel.com).

### **About Uken**

Uken Games is an independent game studio based in Canada, known for building games that captivate millions of players worldwide. Our titles include the top-ranking trivia games *Who Wants To Be A Millionaire?* and *Jeopardy! World Tour*, as well as the story-rich *Ava's Manor Solitaire*, which blends fun solitaire levels with immersive storytelling & design. We're a team of designers, technologists, and artists who combine creativity with user feedback to deliver fun and ever-evolving game experiences. Our culture embraces curiosity, collaboration, and innovation, reflected in our rapid game updates and commitment to continual improvement. At

Uken, we take entertainment seriously—building games that people love to play for years. Visit us at [www.uken.com](http://www.uken.com).

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