



Mattel Unveils “Masters of the Universe: He-Man Heroes,” First Official Fortnite Island – Now in Early Access

Join He-Man, Teela and friends on epic adventures across Eternia, powered by Unreal Engine



Watch Trailer [Here](#); Download Assets [Here](#)

EL SEGUNDO, Calif., August 28, 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 the early access launch of *Masters of the Universe™: He-Man Heroes*, its first official island in Fortnite. Players can jump in now by searching “He-Man Heroes” or entering Island Code “2416-8649-3961” to explore a new world that brings the legendary characters of Eternia into a dynamic collectible role-playing game (RPG) designed for today’s audiences. *Masters of the Universe: He-Man Heroes* marks Mattel’s first entry into the Fortnite creator platform, introducing one of its flagship properties to a massive global audience in an all-new format.

Ron Friedman, Vice President of Mattel Future Lab, said: “He-Man has always stood for power, heroism, and imaginative adventure. *Masters of the Universe: He-Man Heroes* brings Eternia to Fortnite in a fresh way that is easy to jump into, but has plenty of strategy for those who want to dig deeper, creating an experience that’s fun, fast, and unmistakably He-Man. This launch expands Mattel’s presence to one of today’s most dynamic and influential gaming platforms, using interactive storytelling to build community and enjoy Masters of the Universe as never before.”

Masters of the Universe: He-Man Heroes invites players to begin their journey with a single hero and fight their way through increasingly difficult zones filled with opponents. Key features include collecting *Shards of Eternia* to summon new heroes, building powerful teams of up to four iconic characters, engaging in combat, and boosting hero power to take on greater challenges across Eternia.

Masters of the Universe: He-Man Heroes is now available in Early Access and free for all Fortnite players, with ongoing support, gameplay updates, and additional content planned post-launch based on community feedback.

The experience was developed by Mattel in partnership with Loot Foundry using Unreal Editor for Fortnite (UEFN).

This is not sponsored, endorsed, or administered by Epic Games, Inc.

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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®, Polly Pocket®, and Barney®, 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.

About Loot Foundry

Loot Foundry is a UK based studio specializing in immersive, brand-driven gaming experiences across platforms. Building in UEFN and with its passion for fandoms, Loot Foundry delivers high-quality interactive content that bridges the gap between beloved IPs and modern gameplay. For more information, visit www.loot-foundry.com.

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