



THE VOTE IS IN: BARBIE® UNVEILS HER 125TH AND 126TH CAREERS

For the first time ever, Barbie® asked the world to help her select her next career. Over the past few months Barbie® did research around the world and also conducted an online voting campaign, calling upon the world to vote for her next career — Barbie® has asked her Twitter followers and fans on Facebook to help her with this important career decision.

The polls closed on February 10th and over half a million votes were counted! Barbie® doll's 125th career, **as selected by girls** around the world is **News Anchor**! News Anchor Barbie® doll will make her debut this fall in a pink suite with black accents, a news folder, camera and a microphone and the "B News" logo.

But that's not all! Consumers loudly campaigned for another Barbie® career. **The winner of the popular vote is Computer Engineer**. Computer Engineer Barbie®, debuting in Winter 2010, inspires a new generation of girls to explore this important high-tech industry, which continues to grow and need future female leaders.

"All the girls who imagine their futures through Barbie will learn that engineers — like girls — are free to explore infinite possibilities, limited only by their imagination," says Nora Lin, President, Society of Women Engineers.

"As a computer engineer, Barbie will show girls that women can turn their ideas into realities that have a direct and positive impact on people's everyday lives in this exciting and rewarding career."

To create an authentic look, Barbie® designers worked closely with the Society of Women Engineers and the National Academy of Engineering to develop the wardrobe and accessories for Computer Engineer Barbie®. Wearing a binary code patterned tee and equipped with all the latest gadgets including a smart phone, Bluetooth headset, and laptop travel bag, Computer Engineer Barbie® is geek chic.

Always a trailblazer, Barbie® continues her impressive career path in 2010 and throughout the new decade as she takes on these two new aspirational careers. Both News Anchor Barbie® and Computer Engineer Barbie® are currently available for pre-order exclusively at www.MattelShop.com.

Please visit www.BarbieMedia.com for more information and images.

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