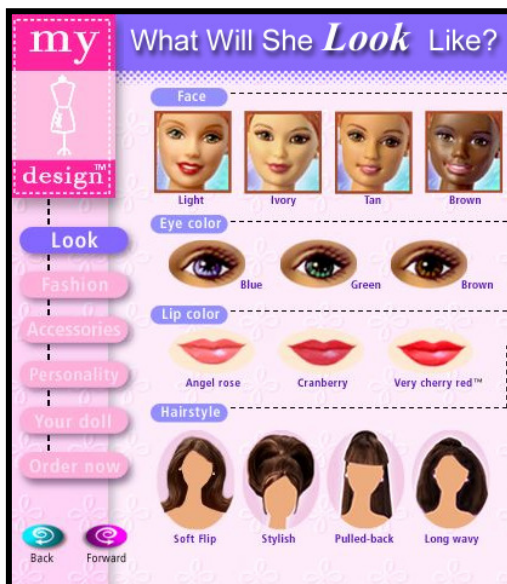


## 3.2. Mass Communication

# Mattel Launches Limited Direct Play

Mattel avoids channel conflict by creating proprietary "Build Your Own Barbie" product for direct sales...

Barbie.com



Mattel.com



...leaving traditional doll product line to established retailers

toysrus.com

