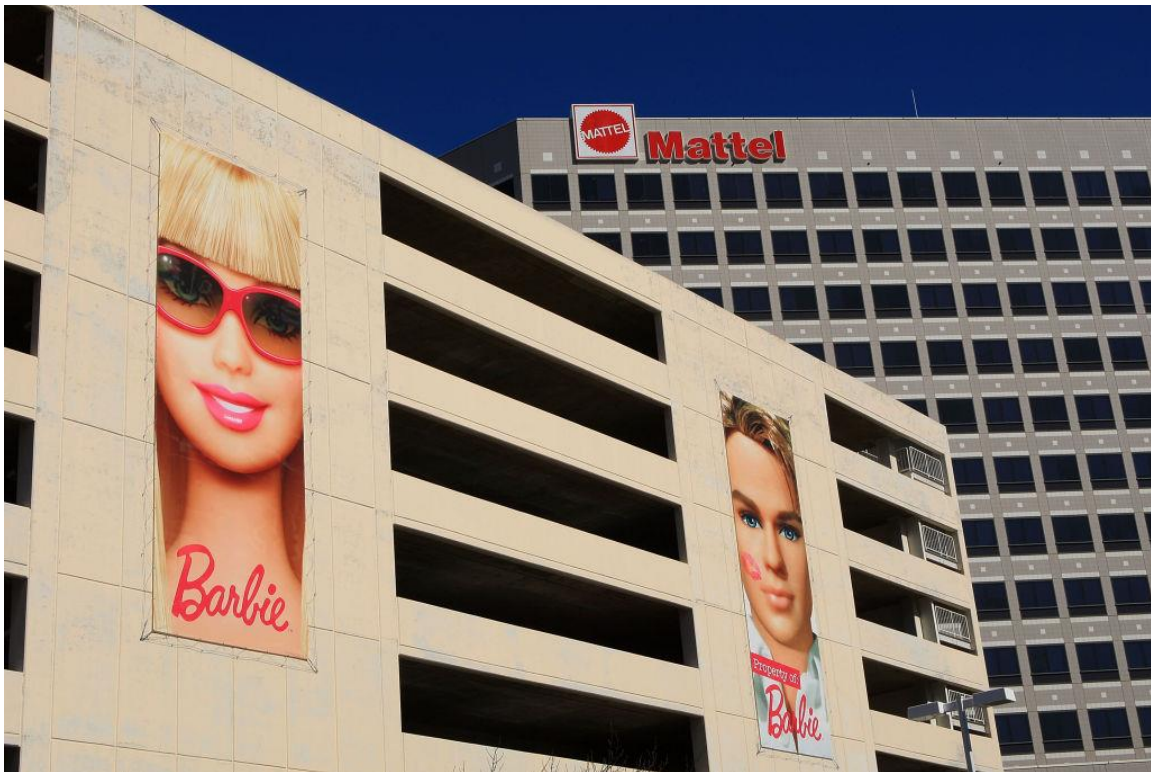


Mattel announces partnership with Chinese e-commerce company

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EL SEGUNDO, CA - FEBRUARY 02: FILE: Mattel Inc. offices are seen February 2, 2009 in the Los Angeles area community of El Segundo, California. DAVID MCNEW/GETTY IMAGES

Mattel, the El Segundo-based toymaking company, announced a partnership with Chinese e-commerce giant Alibaba on Tuesday.

In a statement, both companies expressed an aim to use the partnership to not only further Mattel's reach into the Chinese consumer market, but also allow Alibaba to redefine the concept of "play" in China.

According to the released statement, Mattel will use Alibaba's business-to-consumer website to sell to China along with the company's "A.I. Lab" to develop items designed around childhood development.

Alibaba made note of its more than 440 million active buyers across its online platforms.

"Play has a tremendous impact on a child's cognitive, social and emotional growth," said Margo Georgiadis, CEO of Mattel, in the statement. "By combining Mattel's unmatched expertise in childhood learning and development, with Alibaba's immense reach and unique consumer insights, our goal is to help parents in China raise children to be their personal best."

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