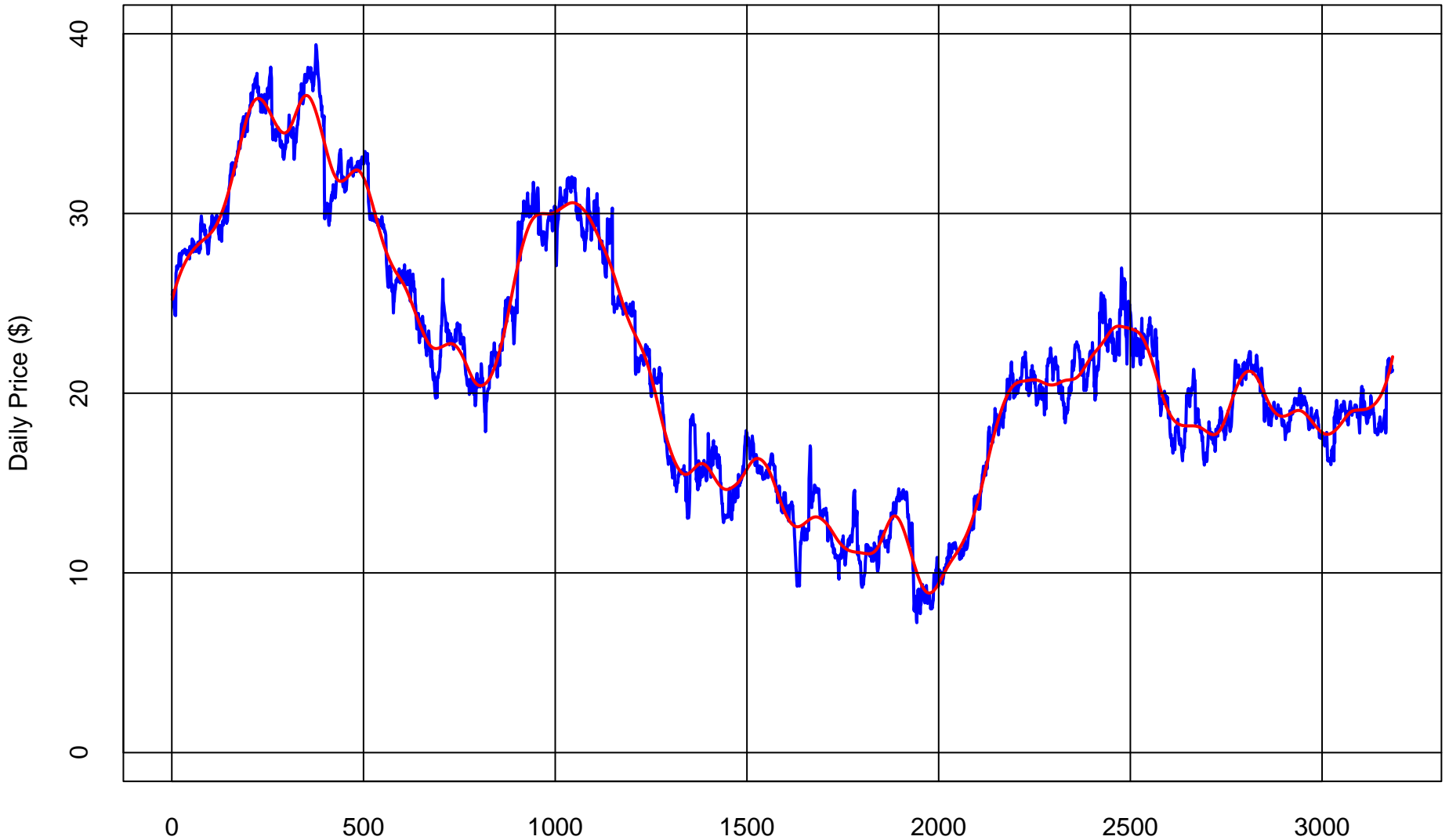


MATTEL (MAT)

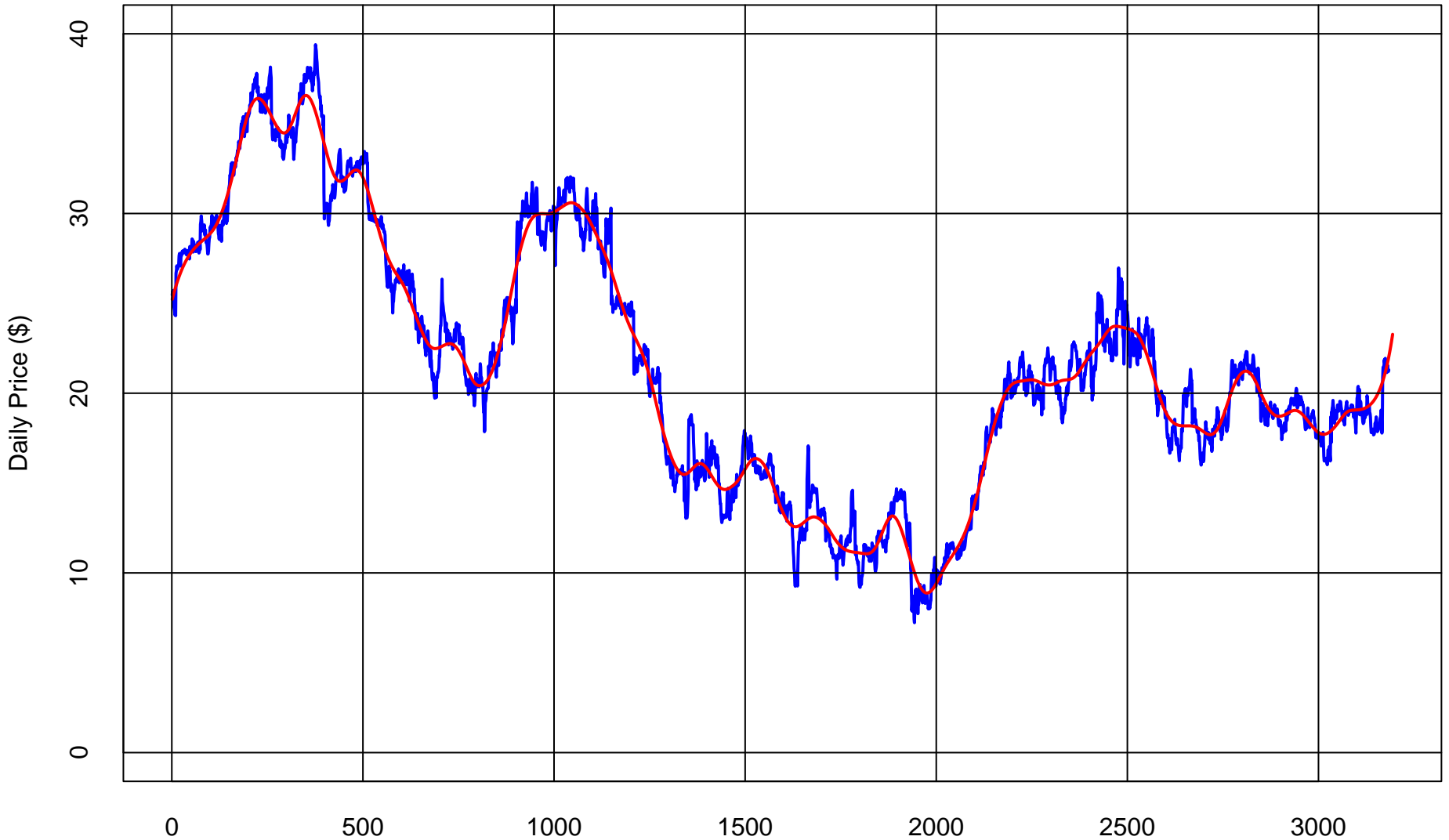
TREND POTENTIAL = 3.4%



Trading Days Jul 1 2012 to Present
Price (Blue) Smoothed Trend (Red)

MATTEL (MAT)

TREND POTENTIAL = 9.3%



Trading Days Jul 1 2012 to Present

Price (Blue)

Smoothed Trend + 10-Day Extrapolation (Red)