**Mattel Set to Launch Film Division**

Mattel's newly announced theatrical film division, headed by executive producer Robbie Brenner, will develop movies focused on Barbie, Hot Wheels and more of its iconic brands. "Mattel is home to one of the world's greatest portfolios of beloved franchises, and the creation of Mattel Films will allow us to unlock significant value across our IP," CEO Ynon Kreiz says.

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<https://www.cnbc.com/2018/09/06/mattel-takes-a-page-from-hasbros-playbook-launches-film-division.html>