

## **JEREMY PIVEN TEAMS UP WITH MATTEL TO INTRODUCE TEAM HOT WHEELS®**

New York, N.Y. (Feb. 11, 2011) — Emmy Award-winning actor, Jeremy Piven, unveiled Team Hot Wheels at the New York Toy Fair today. As part of its new brand campaign launching in 2011, Hot Wheels® aims to capture the world's attention and deliver thrilling vehicle experiences to guys of all ages. At the center of this campaign is Team Hot Wheels™ -- a real-life crew of over-the-top professional drivers who perform outrageous live stunts.

Prior to the press event, Piven starred in "The Fifth Racer" <http://www.funnyordie.com/videos/ebc5ff14e4/the-fifth-racer> video produced by Funny or Die (which debuted on February 10<sup>th</sup>) teasing the concept of this team of mystery drivers. Throughout the year, fans will get to know Team Hot Wheels™ through a series of amazing live stunts and online viral content.

More information about Team Hot Wheels™ can be found online at Facebook, [www.facebook.com/HotWheels.com](http://www.facebook.com/HotWheels.com), and Twitter, [www.twitter.com/HotWheelsOnline](http://www.twitter.com/HotWheelsOnline)

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