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FOR IMMEDIATE RELEASE

BRATZ™ becomes No. 1 in Fashion Themed Dolls And Accessories in the USA

Los Angeles, CA – February 5, 2007- MGA Entertainment announced today that, according to The NPD Group, the BRATZ™ property is the No. 1 Fashion Themed Doll in the USA for the important 4th Quarter of 2006, in terms of market share(1).

“The consumers have spoken...Bratz is the clear No.1 fashion doll in the USA and we intend to stay at No. 1. Early sales of our SP 07 line already show a double digit increase,” said Isaac Larian, CEO of MGA Entertainment.

He adds, “Product innovation and creative style is what consumers want today and the retailers are wise to heed to that. The credit goes to MGA’s passionate and amazingly talented product designers and employees around the world.”

BRATZ Forever Diamondz™ Fashion Dolls are recent winners of the UK Doll of the Year award, and are nominated for Girl Toy of the Year at the 7th Annual T.O.T.Y. Awards, which takes place Saturday, February 10th, 2007, in New York City.

(1)Source: The NPD Group / Consumer Tracking Service

About MGA Entertainment, Inc.

MGA Entertainment, a consumer entertainment products company headquartered in Van Nuys, California, manufactures innovative lines of proprietary and licensed products including toys and games, dolls, consumer electronics, home décor, stationery and sporting goods. The MGA family includes such brands as the award-winning Bratz™, Bratz Babyz™, Bratz Kidz™, Lil’ Bratz™, Yummi-Land™, Storytime Collection™, Rescue Pets™, Miuchiz™ and the newly acquired Little Tikes™ brand. MGA has also acquired worldwide licensing rights for Zapf Creation™. For more information please visit: www.mgae.com www.bratz.com www.littletikes.com