

**LIL' BRATZ COUTURE™ APPAREL COLLECTION
SET TO DEBUT IN DEPARTMENT STORES NATIONWIDE**

Los Angeles, CA—February 8, 2007— The Lil' Bratz Couture™ apparel collection will debut in department stores nationwide beginning January 2007. The wear-now fashions in the collection are designed for girls size 3–6X and retail from \$18 and up. Lil' Bratz Couture™ is a softer, sweeter line with hip and unique designs inspired by the fashion-forward Lil' Bratz™ lifestyle brand.

Macy's and Dillard's, amongst other nationwide department stores, have embraced the Lil' Bratz Couture™ collection to fill a void in their girls' department. "Lil' Bratz has been such a popular lifestyle brand with girls, so we are thrilled to carry the exciting apparel collection. Now, our customers can show the world their big fashion sense with Lil' Bratz Couture," says Kristi Stevens, Divisional Merchandise Manager for Macy's South.

Mamiye Brothers Inc., a New York based leader in the children's fashion apparel industry, is responsible for the design and production of Lil' Bratz Couture.™ Beginning in January 2007, a new collection will hit stores approximately every 6-8 weeks. Several fashion-forward trends have inspired the designs in each collection:

- 1st Delivery features denim mixed with funky camo prints and unique embellishments, including stones and metal grommets, plus colorful embroidery and patches.
- 2nd Delivery features eyelet lace, polka dots, and denim, for a cool nautical flair.
- 3rd Delivery features stripes, ruffles, and sparkling studs for a funky rock star vibe, the.
- 4th Delivery will debut for Back to School in Fall, 2007 and will feature pink and chocolate brown plaid, accented with whimsical patches and embroidery.

To learn more about the Lil' Bratz Couture™ collection please contact Jennifer Zankan of Jeneration PR at 818.501.1205.

ABOUT MAMIYE BROTHERS INC.

Established in 1947, Mamiye Brothers Inc. is a premier designer, manufacturer, and marketer of children's fashion apparel brands for girls, boys, and infants. The company manages a comprehensive portfolio of renowned global brands including Bongo Kids, Guess? Kids, Hello Kitty, and Disney. From product development to retail marketing, Mamiye Brothers has distinguished itself within the children's apparel industry by building comprehensive design and marketing strategies for each licensed brand to capitalize on their universal recognition. This has led to their brands being distributed to a wide range of customers representing some 13,000 retail stores in the United States and elsewhere. Please visit www.mambro.com.

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

MGA ENTERTAINMENT CONTACTS:

Dave Malacrida: 818.894.2525 x 6590 dmalacrida@mmgae.com

Rachel Griffin: 818.894.2525 x 6592 rgriffin@mgae.com

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