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For Immediate Release

Little Tikes® Invites Kids to Get up and Grow this Holiday Season!

Los Angeles, CA – October 2, 2008— Little Tikes® invites kids to celebrate the magic of the holiday season by playing with toys that encourage their love for activity, art and music. The **Giddyup N’ Go Pony™** gets kids active as they bounce on this beautiful kid powered pony to make it move. Kids can use the sleek looking **My Real Digital Video Camera** to film their favorite holiday moments with the family. **Pop Tunes** instruments bring back classic songs that parents and children can sing to together. The **Amazing Color Copier** allows boys and girls alike to put their creative drawings to paper several times over with this new copy machine.

“Kids today want their toys to be multi-faceted, while parents yearn for them to be safe,” said Isaac Larian, CEO of MGA Entertainment. “Here at Little Tikes we want to see kids ‘Get Up and Grow’ by delivering innovative products that help them develop physically, mentally, and emotionally. Our Fall line satisfies all of these desires with items that provide hours of imaginative play to keep kids entertained this holiday season.”

Giddyup N’ Go Pony

This ride-on pony is perfect for fun and active play. As you bounce up and down, your pony’s legs move and you really go for a ride. The pony makes the experience feel real as it makes galloping sounds and swings its tail while it takes kids on a fun ride! (SRP: 199.99)

My Real Digital Video Camera

Kids get to be just like mom and dad, video their fun activities and direct their first film! Whether they take the water proof camera 3 feet underwater to film the fish in the sea, or use it in the back yard to film their friends playing soccer, kids get to be creative as they capture their favorite moments on film. The camera even includes movie-making editing features, allowing kids to add graphics and sounds to their videos and pictures to be viewed on a TV or computer. (SRP: 99.99)

Pop Tunes Big Rockers Guitar, Drums and Keyboard

Children get to share their parents’ love of classic songs with these fun instruments that play kid versions of old favorites. Kids have an opportunity to develop musical appreciation for updated versions of songs such as “Message in a Bottle,” “Wild Thing” and “Hot Hot Hot.” (SRP: 19.99 ea.)

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Amazing Color Copier

Little ones love to imitate big people's important work and now they can with their very own color copy machine! Kids can spend countless hours drawing their favorite images of family, school and animals on the board. Once the drawings are done, press the print button and out comes a color copy! (SRP: 24.99)

About Little Tikes

The Little Tikes Company, founded in 1970, is a Hudson, Ohio-based multi-national manufacturer and marketer of durable, high-quality and engaging children's products. Since becoming a part of the MGA Entertainment family, Little Tikes has been taken to new heights through exciting product innovation and strategic marketing. Get ready for big things from Little Tikes®, one of the industry's most trusted brands. For more information, please visit www.littletikes.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™, Rescue Pets™ and the popular Little Tikes® brand. MGA has also acquired worldwide licensing rights for Zapf Creation®. For more information please visit: www.mga.com www.bratz.com www.littletikes.com

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