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IT'S EVERY GIRL'S DREAM TO BE-BRATZ™ !

New, Innovational Website and Consumer Product Takes Smash Hit Bratz™ Brand Into Interactive Territory with Be-Bratz.com™

Los Angeles—August 1, 2007—Be-Bratz.com™, a dynamic new Bratz™ fashion doll line and web-based community developed by MGA Entertainment, debuts in BETA format today. Be-Bratz.com™ combines creativity, communication, music, great games and fashion into one stylish virtual world where girls ages 6 and up can safely explore and interact online either by themselves or with other Be-Bratz.com™ users. With Be-Bratz.com™, you create and become your very own virtual Bratz™ character, play with and take care of your online pet, chat with and make new friends, and venture into exciting environments filled with activities galore!

“Be-Bratz.com™ is an immersive virtual world that extends the immensely popular Bratz™ brand into the online space through stimulating activities, a highly personalized ‘MyPage’, a customizable 3-D room, and fun, safe communication tools. The online experience is ubiquitous in play patterns of today’s young girls, so this connection between doll and web is a natural for MGA, especially given the success of our past toy/web initiatives,” said Lisa Sirlin, Director of Online Development at MGA Entertainment.

Be-Bratz.com™ is accessible *only* with a special glam necklace that comes packaged with the doll. The necklace doubles as a USB key that unlocks the exclusive Be-Bratz.com™ world. Once there, you’ll create your character and customize your ‘MyPage’ to fit your own personal style. Pick a dazzlin’ background, choose your favorite music and take the quiz to reveal your Bratz™ personality...now you’re ready to hit the salon, design the hottest fashions, earn points in the Game Zone and so much more! The Be-Bratz.com™ virtual world is always expanding and will be adding new and exciting features every month. Outfitted with the necessary features for parents to feel secure knowing that Be-Bratz.com™ is being monitored for safety, users can text message each other on the site, with live chat coming later this year.

Each of the three fashionable Be-Bratz.com™ dolls comes complete with an adorable pet, real-working mouse and mouse pad, and necklace with secret USB key. MSRP \$29.99 each.

Compatible with Windows® OS 2000/XP (MAC® and Windows® Vista to be supported late 2007.)



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 multi 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 www.zapf-creation.com