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For Immediate Release

Bratz Girlz Really Rock! Unites Fashion and Music for Young Girls Everywhere

Los Angeles, CA – August 28, 2008— MGA Entertainment announced today that in celebration of the launch of the Bratz™ Girlz Really Rock! line, Nickelodeon will air the *Bratz Girlz Really Rock! Musical* on Sunday, August 31st at 1:00 p.m. The new Girlz Really Rock! line, which includes fashion dolls, a cool life-size guitar and the Bratz™ Music Video Star Maker, will give girls an opportunity to combine their passion for fashion with their love of music.

“Girlz Really Rock gives girls a way to identify with the Bratz through each character’s sense of style and musical taste,” said Isaac Larian, CEO of MGA Entertainment. “The movie represents the core essence of the Bratz brand, as it conveys the importance of teamwork, friendship and individuality.”

Bratz Girlz Really Rock! The Musical DVD (From Lionsgate available 9/2/08)

The Bratz™ Girlz take the spotlight as they head to Camp Starshine, where acting and dancing get your name up in lights. When they discover that campers put practice before fun, Yasmin™, Sasha™, Cloe™ and Jade™ try to liven up the party. Even the most serious ballerina, Anna, finds that hanging out with the Bratz™ Girlz really rocks! But things get shaky when they learn that the winner of the camp showcase gets to star in a Hollywood movie. Each goes solo hoping to win the starlight for herself. Only when the evil Madame Demidov tries to sabotage the show, do the Bratz™ Girlz rejoin to show that competition can never outshine real friends. No one is going to mess their BFFs! Come and spend the summer at a camp where the music, dance, and fun really rock! (SRP \$19.99)

Bratz™ Girlz Really Rock! Dolls

The Bratz are rockin’ like royalty! Each Bratz™ is workin’ her own music star style with two super cool rock star outfits. Make each of the Bratz™ work the stage with her own instrument. The girls get to be dressed in two stylin’ rock star outfits for Punk Jade™, Hip Hop Sasha™, Pop Star Yasmin™, and Rock Star Cloe™. (SRP 19.99 ea.)

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Bratz™ Girlz Really Rock! Guitar

You can light up the stage and rock it your way with this light-up guitar! Push the frets, strum the strings or play the whammy bar for cool new tunes! (SRP 24.99)

Bratz™ Girlz Really Rock! Music Video Star Maker

Perform live on television with the Bratz™ Girlz Really Rock! Music Video Star Maker! Plug your MP3 player into the cool video camera, which connects directly to your TV. Hook up the microphone, pick your favorite song and create an awesome music video, complete with sweet effects. The microphone and video camera feature pink Bratz™ graphics, perfect for pop star style. (SRP 49.99)

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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.mgae.com www.bratz.com www.littletikes.com