



For Immediate Release

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Enjoy Fun in the Sun with Little Tikes New 2007 Products **Little Tikes Shakes Winter Blues with New Product Innovations and Additions to Existing Lines**

Hudson, Ohio (March 6, 2007) – Whether your little darlings prefer to splash in the water, construct castles out of sand or simply shoot some hoops, the newest summer toys from Little Tikes promise to turn an ordinary day into an extraordinary day! Whether its cooling off in the awesome, new Deluxe Water Park or catching a warm breeze in the Ride & Relax™ Wagon, these are just a few of the great new products being introduced early this year.

The Hudson, Ohio-based children's products manufacturer is moving forward with exciting, new product innovations and powerful marketing since joining the MGA Entertainment family late last year.

“We are very excited about the new spring and summer products,” said MGA Entertainment CEO, Isaac Larian. “Little Tikes has always encouraged active play and this summer we’re introducing stimulating toys that kids will love and great water parks for everyone to enjoy! We know parents look for toys and activities that keep their children active and engaged, and we’re confident they’ll be pleased with our new line-up.”

The exciting Spring & Summer 2007 line was recently unveiled at the American International Toy Fair in New York City, Feb. 10-14. Among the new offerings are:

- **Deluxe Water Park:** Need a convenient alternative to a trip to the water park? Little Tikes Deluxe Water Park is the answer. This awesome inflatable boasts all of your child's favorite water park activities right in your own backyard. Two cool water-cannons surround a splash pool, letting little shooters take aim at those descending down the giant water slide. Watch your child navigate the obstacle course while you catch a few rays relaxing in the turtle-shaped lounge. MSRP \$599
- **Slam ‘n Slide:** This inflatable playground is packed with fun-filled features that will occupy little ones for hours. The Slam ‘n Slide Inflatable includes a water slide with a sprinkler on top to cool off young thrill seekers before a daring decent down the slide. Sports-minded

athletes will master shooting hoops and alley-oops with the built-in basketball hoop and inflatable basketball. MSRP \$299

- **Jump ‘n Slide Bouncer:** This huge inflatable gym is the ultimate energy-burning toy that measures up to big fun, whether it’s a birthday bash or just another summer day. The Jump ‘n Slide Bouncer features a large jumping area and slide. Parents can rest assured knowing that tall protective walls and rails keep little ones secure at all times. MSRP \$199
- **Builder’s Bay™ Sand & Water Table:** Build your little handy-man’s creativity with the ultimate construction-themed sand and water table from Little Tikes. This uniquely designed table is the blueprint for your child’s imagination. Endless ideas powered by a crane system and water motion controls fuel the day’s construction projects – all from under the shade of an umbrella. Watch their imagination come to life as they plow through the sand with dump trucks and build bridges with their bare hands! MSRP \$99.99
- **Sand & Sea Play Table:** Enjoy the best parts of the beach with Little Tikes’ Sand & Sea Play Table, even if the coast is miles away. Young tykes have the option of building castles in the sand or splish-splashing away in the water with this fun-filled, versatile play table that includes building tools and a boat. The friendly crab and turtle shaped design can hold up to 50 pounds of sand or water. An umbrella protects from the sun’s rays. MSRP \$79.99
- **Ride & Relax Wagon:** Wherever summer adventures take you, go in style in the Ride & Relax Wagon. With seating for two, this wagon leaves plenty of space for pint-size passengers to stretch out and get comfortable. A storage area allows for easy transportation of essentials – whether you need supplies for a picnic in the park or toys for a play date at the neighbor’s house. This versatile wagon comes fully loaded with flip up seats, drink holders and safety seatbelts. Best of all, the Ride & Relax Wagon can be converted into a bench where you and your child can share a seat and relax once you’ve arrived at your destination. MSRP \$99.99

The new Little Tikes products will debut throughout the year and will be available at toy stores and retailers nationwide, as well as at www.littletikes.com. For more information on the full line of Little Tikes toys and children’s products, please visit www.littletikes.com.

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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 childrens products. As one of the toy industry's most trusted brands and now part of the MGA Entertainment family, Little Tikes is being taken to new heights through exciting product innovation and powerful marketing. Get ready for big things from Little Tikes. For more information, visit www.littletikes.com.