



PRESS RELEASE

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LITTLE TIKES TOYS “SPRING” KIDS UP OFF THE COUCH

New playsets, wagons and water parks keep kids active while encouraging imaginative, social play in the “great outdoors.”

HUDSON, OH—(March 19, 2008)— With the long-anticipated arrival of spring just one day away, children across much of the United States are saying goodbye to winter, snow and cloudy days and looking forward to the start of the outdoor play season. The latest toys and playsets from Little Tikes® are sure to get kids playing outside while enjoying hours of endless fun

Whether it’s “dining” alfresco in the Picnic on the Patio™ Playhouse or spending the day with friends at the 6-in-1 Town Center™ Playhouse, Little Tikes has a wide selection of new and classic products to keep children active throughout the spring and summer months. All of the new products have multiple features that encourage creative and imaginative play.

“We are very excited about our new introductions to the Little Tikes line,” said Tom Prichard, Executive Vice President of Little Tikes. “Parents have told us they want innovative, high-quality toys that will encourage active play in their children, and we are committed to delivering an engaging play experience in every one of our products.

“Little Tikes products are designed to encourage and inspire play, promoting social development through shared discovery and adventure.”

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. Spring offerings include (**Hi-Res Images available upon request**):

Picnic on the Patio™ Playhouse

Pull up a chair and sit right down, the picnic’s about to begin! Creative chefs use the window in the playhouse to pass meals from the kitchen to guests at the patio table. Playhouse has a kitchenette with pretend burners, oven, cupboards and fireplace, as well as a working door, mail slot and picture windows. 19-piece accessory set comes with play food, tableware and pretend phone. An electronic doorbell makes 6 fun sounds.

Ages: 1 1/2 - 5 years SRP: 199.99

Sand & Water Fun Factory

The excitement never ends with this innovative, multi-station fun factory! Gears and gadgets, funnels and cogs make for hours of sand and water play. A drop-down lid protects sand and toys from the elements and the raised design helps kids stay clean. The fabric shade canopy offers protection from the sun.

Ages: 2 to 6 years. SRP: 49.99

(more)

6-in-1 Town Center™ Playhouse

Imagination unfolds in this expansive playhouse with moveable walls that open to extend the play area to encompass an entire town.

- LT Express Gas 'n Go—gas pump and repair shop with tools.
- Town Center—retail store with windows for children to display their wares; full size door with mail slot.
- Café—chalkboard, canopy, bistro table, shelves, 2 chairs, refrigerator and sink.
- Sports Wall/Gym—basketball hoop, soccer/hockey net, targets for ball toss & games (6 game ideas included)

When opened, the 6-in-1 Town Center™ Playhouse becomes a 360-degree play area with room for a whole neighborhood of kids. It also features a Cozy Coupe® drive-through, wheelchair and adult access. For kids of all ages SRP: 399.99

Cozy Cruisin' Wagon

This deluxe wagon offers the ultimate in styling, practicality and versatility. The roomy seats with high backrests hold two children comfortably. The wagon includes built-in cup holders, plus a wet/dry storage area that can be used to haul snacks and beverages or keep toys, hats or gloves stashed out of the way. Also, the handle folds underneath for easy transport or storage.

Ages: 1 1/2 years and up. SRP: 59.99

Crashing Waves™ Water Park

Need to cool off? Climb the bouncy rock wall to the top of the lighthouse and glide down the slippery, curved waterslide into the splash pool. A spray cannon mounted at the top of the lighthouse adds to the splashing excitement, and the fun crawl-through tunnel allows for quick entry/escape! Includes heavy-duty blower, stakes, repair kit and storage bag.

Ages: 5-10 yrs, SRP: 399.99

Fold Away Climber

This compact climber has a unique design and unfolds into an instant mini-playground! This versatile toy features a climbing wall, slide, adjustable basketball hoop and soccer/hockey net. Great for indoor and outdoor use that provides year-round fun and folds away easily for compact storage.

Ages: 1½ - 5 yrs SRP: 99.99

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 in November 2006, 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.