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## **MGA ENTERTAINMENT PRODUCTS RELEASE, MARCH 2007**

March 5, 2007 - MGA Entertainment, manufacturer of the BRATZ™ fashion dolls that have taken the world by storm, has more of the same excitement in store as it rolls out what is sure to be some of the most popular new toys and children's entertainment products for 2007. From exciting new BRATZ™ and Yummi-Land™ lines to new innovations from Little Tikes™ and Zapf Creations™, MGA Entertainment will elevate kids play to the next level!

“MGA will magnify its passion for imaginative toy innovations for the happiness of boys and girls around the world,” said Isaac Larian, CEO of MGA Entertainment. “With surprises around every corner, MGA Entertainment continues to make the magic happen for millions of consumers and fashion doll fans worldwide.”

### **MARCH 2007**

**BRATZ™ FASHION PIXIES DOLLS: MSRP \$19.99ea** Straight from their latest DVD, the Bratz™ have made friends in the Pixie world! They're takin' some fashion cues from their new pixie friends, with removable, glow-in-the-dark wings and glow-in-the-dark fashions! You can join in on the fun with a magic wand for you that sprinkles real glitter! 6+

**BRATZ XTREME SKATEBOARDING RC DOLLS: MSRP \$29.99ea** The Bratz™ are revved up for maximum cool on super hot, remote control skateboards! You control the skateboarding stunts and tricks with the fully functional remote control that also plays real music! Each Bratz™ is removable from her skateboard and comes with sizzlin' safety gear and helmet! Use the included sticker sheet to decorate your Bratz Skateboard and your Bratz™ will be skating with style! 6+

**BRATZ BABYZ MERMAIDZ WATERFALL FUN WITH TALI: MSRP \$24.99ea.** Hang out with the Bratz Babyz Mermaidz™ at their secret waterfall hideaway! The real working waterfall reveals their cool color change hair and tail! 4+

**LITTLE TIKES DELUXE WATER PARK: MSRP \$599.99ea.** This huge inflatable water slide and play area measures over 16 x 16 x 12 feet! With its tall strong inflatable walls, slide, tunnel, play area and pool, the Deluxe Water Slide provides tons of water fun, while the heavy-duty blower maintains continuous airflow! It's the perfect water play area for the Little Tikes in your life! 4+



**ZAPF CHOU CHOU MOMMY MAKE ME BETTER: MSRP \$36.99ea.** As “Doctor Mom” help your little patient get well with a little care and a whole lot of love. When she cries, use her pacifier/thermometer to see if she has a fever. If she does and her cheeks turn red, you’ll need to feed her with her special medicine spoon. The medicine will make Chou Chou feel all better, her red cheeks will fade and she’ll giggle. You can also listen to her heart beat when you use your heart-shaped stethoscope! 3+ (Requires 3 AA batteries)

**JESSE JAMES DIE CAST: MSRP \$5.99asst.** Jesse James is famous for building up the biggest, baddest motorized machines this side of anywhere and now you can take some of his sickest street designs home with these crazy collectible die-cast vehicles! 6+

**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](http://www.mgae.com) [www.bratz.com](http://www.bratz.com) [www.littletikes.com](http://www.littletikes.com) [www.zapf-creation.com](http://www.zapf-creation.com)