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### **MGA Entertainment's BRATZ™ Brand Nominated for Two International Licensing Excellence (LIMA) Awards**

Los Angeles – April 11, 2007 – MGA Entertainment has announced that its wildly popular Girl's Lifestyle and Fashion Doll brand BRATZ™ has been nominated for two 2007 LIMA (International Licensing Industry Merchandisers' Association) awards. The nominations include:

- **Best Film, Television & Entertainment Brand License of the Year - BRATZ, MGA Entertainment**
- **Overall Best License of the Year - BRATZ, MGA Entertainment**

In 2004, MGA/BRATZ won awards in both the Best Character Brand *and* Overall Best License of the Year categories, the latter being the Licensing Industry's equivalent to "Best Picture" of the year. This year's awards ceremony will take place at the LIMA Gala Ceremony at the Marriott Marquis in Times Square on Wednesday, June 20, 2007.

MGA CEO Isaac Larian issued this statement: "We are delighted and thankful that the Bratz brand has been nominated and recognized for excellence in two major categories by LIMA. So much has been achieved since MGA launched Bratz in 2001, and the brand is stronger than ever and still growing. All the credit goes to the great, passionate people of MGA worldwide, as well as our terrific licensing partners who believe in our dream."

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™, 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)