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**MGA ENTERTAINMENT'S RESCUE PETS™: MyePets.com™
FIND A WONDROUS ONLINE VIRTUAL HOME!**

Los Angeles, Ca - August 16, 2007 - Rescue Pets™: MyePets.com™, (www.mypets.com) a rich and entertaining virtual play world for boys and girls is now live online, announced MGA Entertainment. The experience of adopting, naming and taking care of one of these adorable pets online focuses on teaching children ages four and up simple decision making and nurturing skills in a safe and imaginative environment. With MyePets.com, owners can navigate through vivid, colorful surroundings filled with impressive activities, games and challenges, all while caring for their new best friend!

“MGA Entertainment is elated to introduce Rescue Pets™: MyePets.com™ to consumers. The product and its associated website are highly original and inventive,” said Isaac Larian, CEO of MGA Entertainment. “Young fans will be able to explore and be creative in a safe and secure environment while learning the importance of responsibility.”

Owners of Rescue Pets: MyePets.com enter their secret code (included with the purchase of their plush pet) in order to enter a world devoted to their MyePet. After adopting and naming their MyePet online, “owners” have seemingly endless options! Kids start in My Room to interact with their MyePet in an immersive 3D environment. Next, they can wander over to the MyePets.com Flea Market to “purchase” anything necessary for their virtual domain. Accessories, clothing, furnishings, decorations and more are available for each MyePet’s My Room. A myriad of other activities including the MyePets Vet (to maintain health), MyePets Spa (to chill and relax), the MyePets Arcade (for games galore) and more will assure owners and their MyePets always have something fun and challenging to do! In addition, simple-phrased text messaging so kids/MyePets owners can communicate with each other is possible in a safe and secure PDA interface on www.mypets.com.

Constantly adding new games, rooms, activities, e-cards and more, MyePets.com is an exciting new virtual world where each new visit brings new adventures for “owners” and their MyePets alike.



Rescue Pets™: MyePets.com™ are available now as Golden Retriever, Chocolate Lab and Mutt. Each comes with a secret code card for unlimited access to the online world for your new virtual MyePet to experience. Look for more Rescue Pets: MyePets.com canine characters to be introduced throughout the remainder of the year. MSRP \$9.99 each.

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™, Be-Bratz.com™, Bratz Babyz™, Bratz Kidz™, Lil' Bratz™, Yummi-Land™, 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 www.bratz.com www.littletikes.com www.zapf-creation.com