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For Immediate Release

BRATZ Remains the Number One Doll Brand in the UK

Los Angeles, CA – September 11, 2008 – The latest NPD results have revealed that between January and July, 2008, Bratz™ remained the number one doll brand in the UK.

"The Bratz spring line performed in-line with our expectations," said Ron Brawer, President of MGA UK. He added, "Bratz Design Academy, a new reality TV show airing this fall on Nickelodeon UK, and the exciting Girlz Really Rock! line will give Bratz the momentum it needs to excite and delight girls this fall."

This fall promises to be an exciting season for the line which includes Bratz™ World, Bratz™ Girlz Really Rock! and Bratz™ Designed. These innovative and fashionable dolls are sure to be big hits this upcoming Holiday Season.

For UK inquiries, please contact the Bratz™ press office at 01223 884600 or bratz@war.uk.com.

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™, Rescue Pets™ and the popular 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