



Dave Malacrida / Rachel Griffin
MGA Entertainment, Inc
16300 Roscoe Blvd.
Van Nuys, CA 91406
(818) 894-2525 exts. 6590, 6592
Dmalacrida@mgae.com, Rgriffin@mgae.com

FOR IMMEDIATE RELEASE

**RUBIE'S IS GRANTED THE BRATZ™ COSTUMES LICENSE BY
MGA ENTERTAINMENT**

NEW YORK-January 17th, 2007 – Rubie's Costume Co., Inc. has been granted the rights to produce costumes and costume accessories based on the world's hottest fashion doll line, BRATZ™!

“We have wanted to partner with Rubie's as our Halloween costume partner since the launch of Bratz. They are the most creative and exciting company in the business,” said MGA Entertainment CEO Isaac Larian. “The passion for their products is second to none.”

“Rubie's is thrilled that MGA Entertainment has given us the opportunity to be the licensee of Bratz,” indicates Howard Beige, Executive Vice President of Rubie's Sales. “Rubie's has embraced the challenge and created a dynamic new line of costumes and accessories that have the same ‘Passion for Fashion’ and modern attitude of the hottest selling doll line in the country.”

Over 125 million BRATZ™ dolls have been sold worldwide since being introduced in June 2001. Rubie's will produce a complete line of kids and tween costumes and costume accessories based BRATZ™ including wigs, jewelry and make-up kits. For additional information contact John Rubie's Costume Co., Inc. at (516) 326 – 1500

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™, Zapf Creation™ and the newly acquired Little Tikes™ brand. For more information please visit: www.mgae.com www.bratz.com www.littletikes.com