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### **MGA Entertainment Follows Up an Award-Winning Year with Exciting New Lines in Girls and Boys Entertainment**

February 7, 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. For a “World of Fun” with surprises around every corner, MGA Entertainment continues to make the magic happen for millions of consumers and fashion doll fans worldwide.

#### **BRATZ™ SPRING 2007**

**BRATZ FASHION PIXIEZ™ DOLLS: MSRP \$19.99ea** Straight from their latest DVD adventure and CD release, the BRATZ™ have made new 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 that sprinkles real glitter! 6+

**BRATZ™ MAGIC HAIR DOLLS: MSRP \$25.99ea** Use your creativity to create hot new hair looks for your BRATZ™ dolls... and you! Special BRATZ™ memory hair allows you to crimp it, curl it, color it and glitter it...The dolls come with all the accessories you need! Then, try out the color & glitter on your very own hair! 6+

**BRATZ™ MAGIC HAIR SALON: MSRP \$49.99** You can be the stylist at your very own BRATZ™ hair salon. Use your creativity to create hot new hair looks for your BRATZ™ from washing in real water to crimping. Add streaks of washable color—try it on your BRATZ™ hair, then try it on yourself! Comes with one BRATZ™ doll. 6+

**BRATZ™ BIRTHDAY DOLLS: MSRP \$14.99ea** Make a birthday wish come true and party with the BRATZ™. They're all dressed up and ready to go in pastel gowns as pretty as a beautiful birthday cake. And like any good party guest, they come with a special birthday gift, just for you! 6+



**BRATZ GOLD MEDAL GYMNASTS™ DOLLS: MSRP \$19.99ea** The BRATZ™ are ready to go for the gold on real working gymnastics equipment. Each girl comes with a piece of gymnastics equipment that she can really perform on. Yasmin™ poses, spins and moves along the balance beam. Sasha™ and Cloe™ swing and spin on the uneven bars. The BRATZ™ are removable and interchangeable on the equipment, so you can form your own BRATZ™ gymnastics team! 6+

**BRATZ PLAY SPORTZ™ X-TREME SKATE BOARDING DOLLS: MSRP \$29.99ea** The BRATZ™ are revved up for maximum cool moves on super hot, remote control skate boards! You control the skate boarding stunts and tricks with the fully functional remote control that also plays real music. Each BRATZ™ is removable from her skate board and comes with sizzlin' safety gear and helmet. Use the included sticker sheet to decorate your skate board and your BRATZ™ will be skating in style! 6+

### **BRATZ BABYZ™**

**BRATZ BABYZ MERMAIDZ™ DOLLS: MSRP \$10.99ea** Float away with the new Bratz Babyz Mermaidz™ and their cute sea-creature friends. They're makin' mischief at the pool or in the bath with cool color change hair and tails. Look out, they squirt water too! 4+

**BRATZ BABYZ MERMAIDZ™ WATERFALL FUN WITH TALI™ DOLL: MSRP: \$24.99** 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+

### **BRATZ BIG BABYZ™**

**BRATZ BIG BABYZ™ BATHTIME BLITZ DOLLS: MSRP \$19.99ea** Bath time is just another excuse for makin' mischief to these tiny troublemakers! With their own bathtub and water-squirting duckie, bath time becomes party time for the Bratz Big Babyz™! 4+

### **BRATZ KIDZ™**

**BRATZ KIDZ™ HORSEBACK FUN DOLLS: MSRP \$16.99ea** The Bratz Kidz™ just love horsing around! Check out their crisp, clean horseback riding outfits and stable-ready accessories. Whether on horseback, at the stables or on the town, Bratz Kidz™ sure know how to have the coolest fun! 4+

**BRATZ KIDZ™ HORSEBACK FUN HORSES: MSRP \$12.99ea** These beautiful horses are just like the Bratz Kidz™ -- they love having fun! Each horse represents a different, lovely breed of horse, but they all love having their manes brushed and being saddled up to go for a ride with the Bratz Kidz™! 4+



## **YUMMI-LAND™**

**CANDY POP GIRLS™ OF YUMMI-LAND™: MSRP \$9.99ea** The Candy Pop Girls™ are made from sugar and spice and everything nice! These sweet-smelling girls with a flavor for fashion are packed out in an oh-so-cute collectible bottle that comes in its own 2-pk soda bottle pack with a cute bobble head pet friend! 4+

**CANDY POP GIRLS™ BUBBLE VAN™: MSRP \$24.99** Go for a delicious drive in the all-new Candy Pop Girls™ Bubble Van™! This tasty ride comes with an exclusive new Candy Pop Girl™ and also blows bubbles! 4+

**FLOWER POP GIRLS™ OF YUMMI-LAND™: MSRP \$9.99ea** Spring into the sweetest smelling season of them all with the Flower Pop Girls™ of Yummi-Land™! These sweet-scented girls with a flavor for fashion are packed out in an oh-so-cute collectible bottle that comes in its own 2-pk soda bottle pack and a new bobble head pet! 4+

**BOW-WOW WEDDING VOW PETSET™: MSRP \$12.99** It's a Bow-Wow Wedding Vow party and the sweetest couple in Yummi-Land™ are finally getting married! You're invited to the most delicious doggie wedding of the year! 4+

## **STORYTIME COLLECTION™**

**STORYTIME COLLECTION™ TEA PARTY PRINCESS DOLLS: MSRP \$9.99ea** Join your favorite fairytale princesses for tea as they take a break from the enchantments of storybook life. Each princess comes with her very own parasol! 4+

**STORYTIME COLLECTION™ LITTLE MERMAID MERIELLA™: MSRP \$19.99** Step into a whole new fairytale world with the newest little mermaid, Meriella! In her beautiful sea-colored ball gown and beautiful tiara, she's everything a storytime princess should be – beautiful and elegant! Place her in water, and she really swims! 4+

## **FUSE BOX™**

**FUSE BOX™ TEXT AND CALL MOBILE HANDSETS: MSRP \$49.99** Fuse Box™ Text and Call Mobile Handsets give kids the option to Text or Call each other. These single channel FRS walkie talkie communicators allow friends to talk or text messages up to 2 miles. Walkie Talkie units also include a clock, note pad, alarm, and phone book. 8+



### **LITTLE TIKES INFLATABLES™**

**LITTLE TIKES DELUXE WATER PARK™: MSRP \$599.99** This huge inflatable water park and play area measures over 16 x 16 x 12 feet! With its tall strong inflatable walls, water slide w/sprinkler on top, 2 tunnels, 2 water cannons, pool, turtle-shaped lounge and more, the Deluxe Water Park provides tons of water fun, while the heavy-duty blower maintains a continuous airflow! It's the perfect water park for the Little Tikes in your life! 5+

**LITTLE TIKES SLAM 'N' SLIDE WATER SLIDE™: MSRP \$299.99** This cool inflatable water park measures over 9 x 14 x 12 ½ feet! With its strong inflatable walls, water slide w/sprinkler on top and pool w/basketball hoop and inflatable basketball, the Slam n Slide water park provides tons of water fun for the Little Tikes in your life! 5+

**LITTLE TIKES JUMP 'N' SLIDE BOUNCER™: MSRP \$199.99** This big inflatable bouncer measures 9' x 13' x 6' and features a completely enclosed bouncing area! Kids just love to bounce off the walls and slide down the double-wide slide in a fun and safe environment! 3+

### **ZAPF CREATIONS™**

**BABY CHOU CHOU – MOMMY, MAKE ME BETTER™: MSRP \$36.99** 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 Baby 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. 4+

### **EXCITING NEW LICENSED PRODUCT!**

#### **SHREK THE THIRD™**

**SHREK™ SURGERY GAME: MSRP \$19.99** Shrek™ has a few things on his mind (and in his mouth) and he needs your help getting them out! Kids will have hours of fun performing “laugh-saving” surgery on Shrek™! 6+

**SHREK™ PRINCESS DOLLS: MSRP \$16.99ea** The Shrek™ Princesses are beautiful, magical and... they kick butt! These classically beautiful princesses from the Shrek™ movies each feature kung-fu kicking legs and extra accessories to help beat the bad guys while looking like a princess should! 4+



**SHREK™ BUG BOUNCE: MSRP \$14.99** Use your Leaf Launcher to fling your slugs into Shrek's™ mouth! But it's not easy! Shrek's head is always spinning and his mouth is always opening and closing! The first player to get all their slugs into his mouth wins! 4+

**SHREK™ BOWLING: MSRP \$19.99** Take a roll at Shrek™ and all his friends with this fun and funny bowling game! All of your favorite Shrek™ characters have been Made into bowling pins and they'll sing and talk as you play! But once you knock them over, they stop! See if you can shut them up by knocking them down! 4+

**SWEET TALKIN' PUSS IN BOOTS PLUSH: MSRP \$24.99** Puss in Boots is slick & suave and this plush cat is no different! He'll do his best to let you know how wonderful he is, how daring he is and how you will never find another cat like him! This flattering feline craves your attention and will invite you to hug, pet and cuddle him. 4+

**YAP AND NAP DONKEY: MSRP \$24.99** Donkey wouldn't be Donkey if he wasn't talking, talking... and talking! And the good news is, this Donkey is no different! He'll talk to you about everything he can think of and will even mumble and grumble when you close his mouth. This talking Donkey is funny and interactive! 4+

### **SPIDER-MAN 3™**

**SPIDER-MAN 3™ WALKIE-TALKIE ASSORTMENT: MSRP \$14.99 ea**  
With these cool figural walkie-talkies you can communicate from up to 120 ft apart! Choose from 4 different sets including the brand new Black Spider-Man™ & Sandman™ 4+

**SPIDER-MAN 3™ WALL CRAWL RACE GAME: MSRP \$24.99** It's the ultimate wall-crawler game! Just slap on the wrist laser shooters and go head-to-head against a competitor. The more hits on the spider emblem on Spider-Man's™ back, the faster and higher he climbs. The first one to the top wins! 4+

**SPIDER-MAN 3™ SANDSTORM PLAYSET: MSRP \$19.99**  
Take a run at Sandman™ by loading up your Spidey car, hitting the launcher, and flying through the air to try and take him out! 4+

### **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)

