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FOR IMMEDIATE RELEASE

**MGA ENTERTAINMENT'S YUMMI-LAND™ SEALS SWEET DEALS
WITH LICENSES IN POPULAR CATEGORIES**

LOS ANGELES—January 18, 2007 - MGA Entertainment's best-selling line of sweet-scented dolls, YUMMI-LAND™, has signed five major licensing agreements; Kids Headquarters, Franco, Saramax, Mead and Deco Pac.

"Yummi-Land™ expands into other exciting product categories with the same fresh and innovative approach that it takes in its toys," said Isaac Larian, CEO of MGA Entertainment. "There is tremendous excitement surrounding the brand with strong partners helping to expand the growing world of Yummi-Land™."

Kids Headquarters, one of North America's largest distributors of children's apparel will create fashion apparel and swimwear based of the popular line of Yummi-Land™ dolls.

Franco, best know for its bedding, will manufacture Yummi-Land™ bedding (all sizes and fabrications), all bath towels/decor, beach towels and beach blankets (all sizes and fabrications), throws and pillow sets (all sizes and fabrications). In addition, Franco will be responsible for decorative pillows, sand chairs, outdoor mats, and vinyl placemats.

Saramax will bring sweet dreams to little girls with their line of Yummi-Land™ nightgowns, nightshirts, short and long pajamas (one and two piece) and robes.

Mead, will keep the girls of Yummi-Land™ on track with a new line of Yummi-Land™ Calendars.

Deco Pac, a leading company in baking goods, will create DecoSets®, Edible Images®, DecoPics®/DecoPlacs®/Rings, PhotoCake® Images and PhotoCake® Frames

Meet all the sweet girls of Yummi-Land™ and their cool pets in an all-new virtual environment at www.yummi-land.com, a place that's full of fun and happy surprises for all who visit!

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