

MGA Entertainment Celebrates Toy of the Year Award with a Slew of New L.O.L. Surprise!™ Dolls, Debuts First L.O.L. Surprise!™ Boys

*L.O.L. Surprise!™ Doll Assortment Best Selling Toy of 2017; MGAE Strongest Growing Privately-Owned Toy Company in the World**

Van Nuys, Calif., February 17, 2018 –Adding fuel to the phenomenon with a Toy of the Year (TOTY) Award and the No. 1 toy of 2017 to celebrate, MGA Entertainment, Inc. (MGAE), one of the world’s leading privately held toy and entertainment companies, announced at New York Toy Fair that L.O.L. Surprise!™ is adding brothers to the family with the introduction of Punk Boi and Lil Punk Boi. The company also revealed a line-up of new products from its other popular brands including Little Tikes®, Project Mc²™, Num Noms™, BABY Born®, and Crate Creatures Surprise!™, as well as the launch of Moj Moj™ – a new collectible brand.

Winner of the prestigious Toy of the Year Award (TOTY) from The Toy Association™, Inc., L.O.L. Surprise!™ has taken the world’s toy market by storm since its launch in 2016 with only digital marketing. According to The NPD Group, the L.O.L. Surprise!™ Doll Assortment was the #1 Toy of 2017 in the U.S., U.K., Canada and Benelux**. L.O.L. Surprise!™ also delivered tremendous results in other countries worldwide, with success in every market launched. The strength of the L.O.L. Surprise!™ sales results also helped lead the overall growth of the dolls supercategory globally*.

“We are so proud to have won the 2018 TOTY Award and have the No. 1 selling toy of 2017 in the United States and in many global markets,” said Isaac Larian, CEO of MGA Entertainment. “MGA Entertainment will continue to launch new, innovative toys and expects to more than double our growth in 2018. We listen to consumers and invent new trends every day. The fans have been asking for a boy to join the L.O.L. Surprise!™ family, and we are happy to deliver.”

The MGA Entertainment spring 2018 line includes:

L.O.L. Surprise!™ : The L.O.L. Surprise!™ family welcomes new additions to the Rock Club clan, anatomically correct **Punk Boi** and his brother **Lil Punk Boi**, but finding them will be hard – these color-changing dolls are ultra-rare. Punk Boi can be found in the upcoming release of additional Confetti Pop™ characters and Lil Punk Boi will be part of Lil Sisters™, Series 3 collection. (Age: 6+; MSRP: \$12.99 and \$6.99).

As a follow up to the sold-out Big Surprise™, MGA Entertainment debuts the **L.O.L. Surprise!™ Pearl Surprise™** (Ages: 6+, MSRP: \$29.99). Pearl Surprise™ comes in a glitter purse carrying case with six pearl surprise balls and a large seashell fizz. Drop the two-color seashell fizz into water to reveal a limited-edition doll and Lil Sister inside a seashell doll stand. Note: Fizz is not for bathtub use.

Adding to MGAE’s growing list of consumer goods beyond toys, in fall 2018, Disguise, Inc. will offer children’s Halloween and everyday dress up costumes and accessories such as tiaras, shoes, jewelry, wands, wigs and bag sets based on the popular L.O.L. Surprise!™ characters.

Moj Moj™: Introducing the newest collectible brand from MGA Entertainment, **Moj Moj™!** (Ages: 6+, MSRP: \$3.99) With unique and innovative packaging, Moj Moj™ puts the excitement and surprise of “the claw” arcade game right in the toy aisle. On the cutting edge of all things on trend, Moj Moj™

series “ ” features an assortment of soft and squishy limited-edition, rare and ultra-rare characters and fun collectible themes. *So Soft, So Cute...So Moj!*™

Num Noms™: Nums Noms™ are super-cute, scented food-themed characters that girls can mix, match and stack with tons to display, trade and collect. Taking slime to a whole new level, **Num Noms™ Snackables™ Dippers** (Age: 3+, MSRP: \$6.99) come with all new shapes and sizes and a scented secret slime dipping sauce that offers a color change discovery feature. Promising surprise and delight with each package opened, **Num Noms™ Snackables™ Cereal** (Age: 3+, MSRP: \$8.99) feature 12 adorable cereal-shaped Num Noms™ in each bowl, complete with spoon, magic “milk” and a surprise character reveal just like finding a toy in a cereal box.

Crate Creatures Surprise!™: Break into the crate to unbox your new BEAST friend **Crate Creatures Surprise!™** (Ages: 4+, MSRP: \$39.99). With the included crowbar, kids break the mystery creature out of its crate to unlock its special creature feature. When you pull its tongue, the creatures vibrate and make monstrously fun noises and its eyes glow. Record and yak back phrases with your **Crate Creatures Surprise!™**.

Project Mc²™: Project Mc²™ is the world’s most successful S.T.E.A.M. brand for girls that includes fun experiment sets, fashionable real-girl inspired dolls and is also a two-time Emmy-nominated Netflix original series. The show and toy line inspire curiosity and learning through S.T.E.A.M.-based play themes we know girls already love. The new **Project Mc²™ Gummy Jewelry Science Kit** (Age: 6+, MSRP: \$24.99) inspired by culinary chemist Adrienne Attoms gives girls a lesson in food chemistry. Combine gelatin and other basic household ingredients in to the molds to create fabulous edible gems! Snap on the included jewelry clasps, wear share, trade and eat! Also inspired by Adrienne’s cosmetic chemistry skills, the **Project Mc²™ Edible Eye Shadow Science Kit** (Age: 6+, MSRP: \$14.99) lets girls make edible and wearable eyeshadow. Household items not included.

Project Mc²™ Experiments with Doll Sets (Age: 6+, MSRP: \$24.99 each) get a new look for 2018. **McKeyla’s Cocoa Bronzer Experiment** lets girls make their own bronzer, alongside other character offerings such as **Adrienne’s Mascara Experiment**, **Ember’s Lip Gloss Experiment** and **Bryden’s Nail Powder Experiment**. All sets include the experiment and a fully articulated doll dressed in new rock band outfits showcased in the latest Netflix episodes featuring fancy accessories, premium hair and comb. Household items used to complete experiments are not included.

Little Tikes® for Indoor/Outdoor Play: With the new **Little Tikes Fun Zone®** toys, parents can bring the fun of a theme park to their backyard or playroom. Perfect for indoor and outdoor fun, the toys provide active play that will get kids moving. Kids can splash, spray, spin and climb with a friend and have buckets of fun with the Fun Zone toys. **Splash Face™** (Ages: 4+, MSRP: \$39.99), **Dual Twister™** (Ages: 2+, MSRP: \$39.99), **Drop Zone™** (Ages: 3+, MSRP: \$109.99), **Tumblin’ Tower Climber™** (Ages: 2+, MSRP: \$279.99), and **Fountain Factory Water Table™** (Ages: 2+, MSRP: \$59.99) can be used together or alone.

Other new Little Tikes® indoor and outdoor toys include the **Super Slam ‘n Dunk™** (Ages: 3-8 years, MSRP: \$249.99), bringing a whole new level of excitement to inflatable bouncers. With a height-adjustable basketball hoop, kids can practice their slam dunks as they bounce and jump. **Little Tikes® Build-a-House™** (Age: 3+, MSRP \$199.99) makes a great addition to the backyard and is the only playhouse that empowers kids to mix and match interchangeable panels with easy-to-use tools. Build-a-

House™ lets kids build, take apart and rebuild to create the very own ultimate playhouse with endless variations.

BABY Born®: The No. 1 growth doll property and No. 1 nurturing doll in Germany in 2017***, BABY Born® hits the water adding **Mommy, Look I Can Swim!**™ to the collection. This new doll is available in the U.S. and Australia. This adorable doll (Age: 3+, MSRP: \$34.99) automatically swims on her own when placed in water. Girls will love watching her arms move, feet kick, and head turn just like a real swimmer. She comes in her favorite bathing suit, goggles, flippers, plus barrettes and a comb. Available in blonde, brunette and curly hair.

About MGA Entertainment

MGA Entertainment, a consumer entertainment products company headquartered in Van Nuys, California, creates innovative proprietary and licensed products including toys and games, dolls, consumer electronics, home décor, stationery and sporting goods. The MGA family includes award-winning brands such as L.O.L. Surprise!™, Little Tikes®, Num Noms™, Project Mc²™, Lalaloopsy™, Bratz®, Gel-a-Peel™, and Zapf Creation®. Visit us at www.mgae.com.

**Source: The NPD Group / Retail Tracking Service/January-December 2017/ G12/ Dollars

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***Source: The NPD Group/ Retail Tracking Service /Germany/2017/ Euro

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