



## **MGA Entertainment Becomes the #2 Toy Company in the U.K. for the Month of April**

*MGA Entertainment Becomes #3 Toy Company in the U.K 2018 YTD*

**Van Nuys, Calif., May 15, 2018** – [MGA Entertainment, Inc. \(MGAE\)](#), continues their track of phenomenal success with a new, historic achievement. As of April 2018, MGAE has become the #3 toy manufacturer in 2018 YTD and the #2 toy manufacturer for the month of April.\*

MGAE has an extensive portfolio of award-winning, family favorite brands including Little Tikes®, Num Noms™, Project Mc2™, Crate Creatures™, and the high performing global sensation, and winner of the 2017 Toy of the Year (TOTY) Award, L.O.L. Surprise!® According to The NPD Group, the L.O.L. Surprise! Doll Assortment was the #1 Toy in the U.S., U.K., Canada and Benelux for 2017. \*\* The strength of L.O.L. Surprise! sales results also helped lead the overall growth of the dolls category. L.O.L. Surprise! hasn't slowed down in 2018, holding steady as the #1 overall property in Toys and the #1 property in Dolls YTD in the U.S\*\*\* Currently, L.O.L. Surprise! has over 95 licenses with 62 scheduled to launch worldwide in 2018.

“Our growth is unstoppable and unparalleled in the industry. I’m ecstatic to see the hard work and dedication of our passionate and ingenious creative teams paying off. This achievement belongs to the hardworking and passionate MGAE employees,” said Isaac Larian, CEO of MGA Entertainment. “I stated earlier this year that MGA Entertainment expected to more than double our growth in 2018, and we are on track to surpass that. As we continue to make and break trends in the toy industry, I thank the fans and families who love our innovative toys and promise to continue to surprise and delight generations of children to come. Our new goal: to become #1!”

### **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™, Crate Creatures™, and Zapf Creation®. Visit us at [www.mgae.com](http://www.mgae.com)

\*Source: The NPD Group/ U.K. Retail Tracking Service/ YTD April 2018/ Value Sterling GBP £)

\*\* Source: The NPD Group/ Retail Tracking Service/ U.S./ U.K. / Canada/ Benelux/2017/ Dollars

\*\*\* Source: The NPD Group/ U.S. Retail Tracking Service/ March 2018/ Dollars)

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