PRESS RELEASE

Susan Hale
MGA Entertainment
818/221-4326 shale@mgae.com

FOR IMMEDIATE RELEASE

MGA Entertainment Steps up Fight Against Cancer

"True Hope" Bratz® and Moxie Girlz™ Dolls Launching in June 2012 at Toys "R" Us

Company to Support Cancer Research at City of Hope

American International Toy Fair, New York (Feb 10, 2012) — Today, MGA Entertainment announced its commitment and support to the fight against cancer by launching new hairless versions of their hit doll brands, Bratz® and Moxie Girlz™. Under the banner ""True Hope," MGA will release three Bratz® dolls - Cloe™, Yasmin™ and Cameron™, and three Moxie Girlz™ dolls, Avery™, Sophina™ and Jaxson™. Available at Toys"R"Us® stores and toysrus.com beginning in June, MGA will donate $1 for every "True Hope" Bratz® and Moxie Girlz™ doll, sold to distributors, to City of Hope for cancer research.

The announcement comes on the heels of an ever-growing social media movement that calls for toymakers to create hairless dolls to emotionally comfort young girls and boys who suffer from hair loss due to cancer treatments.

"MGA's mission is to provide joy and happiness to kids around the world. We believe children are our legacy and want them to be healthy, have confidence in their imagination and build their dreams into reality," said Isaac Larian, CEO MGA Entertainment. "We have a responsibility to children and we take that responsibility very seriously. The Bratz and Moxie Girlz "True Hope" dolls are designed to support and comfort young girls and boys who so bravely endure cancer treatments. MGA also wants to be an active supporter in the fight to develop lifesaving treatments for children."

"We are proud that Toys"R"Us will be the first retail destination to offer "True Hope" dolls, which embody hope, strength and courage for children facing adversity," said Jerry Storch, Chairman and CEO, Toys"R"Us, Inc. "This charitable initiative by MGA is consistent with our own philanthropic mission to help kids in times of need, including those fighting pediatric cancer."

MGA has tapped City of Hope as the recipient of monies that will be generated from sales to retailers of these dolls. City of Hope is a leading research, treatment and education center for cancer, diabetes and other life-threatening diseases. Designated as a comprehensive cancer center, the highest honor bestowed by the National Cancer Institute, and a founding member of the National Comprehensive

Cancer Network, City of Hope's research and treatment protocols advance care throughout the nation. City of Hope is located in Duarte, Calif., just northeast of Los Angeles.

"City of Hope is at the forefront of research to ensure that people with cancer receive the best possible treatment," said Steven Martin, vice president of marketing for City of Hope. "The support of MGA Entertainment will help our researchers in their drive to discover new and improved treatments. The "True Hope" Bratz and Moxie Girlz dolls are wonderful opportunities to raise funds for lifesaving research – as well as to raise cancer awareness among young people around the world."

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 award-winning brands such as Little Tikes®, Lalaloopsy™, Bratz®, Moxie Girlz™, BFC, Ink. ™, Rescue Pets® and Zapf Creation®. For more information please visit: www.mgae.com, www.littletikes.com, www.lalaloopsy.com, www.bratz.com, www.moxiegirlz.com, www.moxieteenz.com, and www.bfcink.com.