



MGA ENTERTAINMENT CELEBRATES THE IMPORTANCE OF FRIENDSHIP WITH A NEW DOLL LINE, BFC, INK.™

Books, Journals and Accessories to Complement All-New Best Friends Club, Ink.™ Line

VAN NUYS, CA (September 15, 2009) – With kids back in school, many old friends are reuniting and some new friendships are just beginning. Today, MGA Entertainment, Inc. (MGA), a worldwide leader in the toy industry, announced the launch of BFC, Ink.™, a new doll line that embraces the excitement that comes from belonging to a supportive group of friends and accomplishing your goals together. BFC, Ink. (Best Friends Club, Ink.) dolls come with relatable fashions and interactive journals meant to inspire girls to discover their individuality, and focus on the experiences girls go through in life, knowing that friends will be there, forever. In partnership with Parragon Publishing, the BFC, Ink. dolls also align with a series of tween targeted fiction books featuring relatable topics for girls.

“BFC, Ink. is an educational and interactive brand that focuses on understanding the real life challenges that today’s girls are facing,” said Isaac Larian, CEO, MGA Entertainment, Inc. “Our research shows that girls seek a role model whom they can depend on and relate to. Armed with this knowledge, we created a line based on the central idea of true friends and the many ways to experience the power of friendship through doll play, books, journals and more.”

BFC, Ink. consists of five characters: Addison™, Kaitlin™, Calista™, Aliesha™, and Noelle™, each with her own unique personality and story to tell. Within the BFC, Ink. line are two categories: BFC, Ink. 18” Dolls and BFC, Ink. Fashion Dolls. Included within the box for each line are outfits and accessories, a BFC, Ink. book with lock and key and a BFC, Ink. membership card, which can be used to unlock games on the BFC, Ink. website. All five characters are available in the BFC, Ink. Fashion Doll line and Kaitlin, Addison and Calista are available in the BFC, Ink. 18” Doll line. Girls also can visit www.BFCInk.com to read their favorite characters’ blogs and to get the scoop on how to create their very own clubs.

In addition to featuring interactive fashions and journals, BFC, Ink. is anchored by a literary program through Parragon Publishing. The program consists of a series of tween targeted fiction books, written in a journal format by each character and features relatable topics for girls 7-12 years old. The publishing program also gives girls the tools to create their own club through titles such as the BFC, Ink. “Club Kit”, to get creative

through the BFC, Ink. “Scrapbook”, or to keep track of important diary dates in “My Amazing Life” date book. Other titles due for publication include a BFC, Ink.” Beauty Bible” with hints and tips on maintaining a healthy lifestyle, a BFC, Ink. “Party Planner” packed with ideas on how to host a BFC, Ink. book party and a BFC, Ink. “Style Book”.

Other BFC, Ink. accessories include:

- **BFC, Ink. Laptop:** With 60 interactive games and activities and more than 200 levels of game play, the BFC, Ink. Laptop is the perfect back-to-school tool to learn spelling, art, science, geography, grammar, languages, math and writing. SRP: \$44.99.
- **BFC, Ink. Secret Sign-In Journal:** Secrets stay safe with a special BFC, Ink. journal that unlocks using a secret sign on a touch recognition pad. SRP: \$24.99.
- **BFC, Ink. Collectible Charm Accessory Pack and Jewelry Set:** Showcase the power of friendship with “charm”-ing and fun jewelry. The BFC, Ink. Collectible Charm Accessory Pack includes four charms that can link to form one bracelet and also align with each unique BFC, Ink. character. The Jewelry Set includes more stylish accessories to round out the BFC, Ink. roster, including a necklace and earrings. SRP: \$5.99 each.

BFC, Ink. dolls are currently available at retailers nationwide. Doll prices range from \$16.99 to \$39.99 and may vary by location. For more information on BFC, Ink. and the products, games and accessories available, please visit: <http://www.bfcink.com/>.

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 Little Tikes® brand, 4-Ever Kidz™, 4-Ever Lil Angelz™ and Rescue Pets®. MGA has also acquired worldwide licensing rights for Zapf Creation®. For more information please visit: www.mgae.com www.littletikes.com

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For more information on the BFC, Ink.™ and hi-res images of the line, please contact:

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