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**For Immediate Release**

## **Bratz Inspires A Passion for Family, Music and Fashion this Holiday Season**

Los Angeles, CA – October 2, 2008 — The Bratz™ are ready to take the holiday season by storm with a full range of products that are sure to spark girls' imaginations and their passion for creativity and individuality. The new **Bratz World™** line allows girls to create a home for their favorite dolls and their families with the first ever Bratz™ mom and sister dolls! **Bratz™ Designed By** dolls show girls what each character's runway style would look like if she had the chance to design her own outfit. **Bratz™ Girlz Really Rock!** is a sensational line that inspires girls to express their passion for fashion while exploring their love of music. This holiday, the coolest dolls and accessories are Bratz™!

"I am delighted to see that our Bratz line this season brings passion for family, music and creativity into the hands of girls all over the world," said Isaac Larian, CEO of MGA Entertainment. "Our innovative team has made this line memorable – the fans will be thrilled."

### **Bratz World™ – From the Mom to the Mansion**

When Bratz™ do downtime, they do it in style! The Bratz World™ line lets girls create a home for all their dolls and accessories.

- **Bratz World™ House Playset** – Bratz™ fans will love this playset where they can explore the Bratz™ in their everyday setting at home! The set comes with over 50 accessories to use in the four different rooms of this beautiful house. (SRP: 39.99)
- **Yasmin's House and Cloe's House** – Each girl has a unique set of furniture for her bedroom that matches her individual style. Yasmin's room has a traditional feel while Cloe's furniture is crisp and modern. (SRP: 24.99 ea.)
- **Familiez Yasmin™ & Her Mom and Cloe™ & Her Sister** – The Familiez dolls help make the Bratz™ feel right at home as Yasmin™ hangs out with her mom and Cloe™ spends time with her cool older sister! (SRP: 19.99 ea.)



### **Bratz™ Designed By – The Bratz™ Strut Incredible Runway Outfits**

Every Bratz™ needs her moment in the spotlight and gets her chance to shine!

- **Bratz™ Designed By Dolls** - Cloe™, Yasmin™, Jade™ and Sasha™ work their runway ready designs with their own special flair. Each doll comes with an extra outfit and her own personalized special perfume. (SRP: 19.99 ea.)
- **Bratz™ Designed By Jetset Playset** - As the Bratz™ fly from city to city, check out their cool private jet! This playset comes with a stylish Katia doll, folds out to reveal a fashion runway, closet and chic jet cabin, and even closes up into an easy to carry travel case! (SRP: 29.99)

### **Bratz™ Girlz Really Rock! – The Bratz™ are Rockin Like Royalty**

What better way for the Bratz™ to express themselves than through music and fashion!

- **Bratz™ Girlz Really Rock! Dolls** – Each character is working her own musical style with two awesome rock star outfits. Help your Bratz™ own the stage with her personalized guitar. (SRP: 19.99 ea.)
- **Bratz™ Girlz Really Rock Guitar** – Girls can use this life-size guitar to rock out to their favorite music. Push the frets, strum the strings or play the whammy bar for cool new tunes! (SRP: 24.99)
- **Bratz™ Girlz Really Rock Music Video Star Maker** – When you're done perfecting your music, use the Music Video Star Maker to watch your performance on TV! You can connect the camera to the screen and create an awesome video. (SRP: 49.99)

### 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™, Rescue Pets™ and the popular Little Tikes® brand. MGA has also acquired worldwide licensing rights for Zapf Creation®. For more information please visit: [www.mgae.com](http://www.mgae.com) [www.bratz.com](http://www.bratz.com) [www.littletikes.com](http://www.littletikes.com)

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