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## **ITS THREE CHEERS FOR LITTLE TIKES® AS BRAND SCORES THREE MAJOR AWARDS**

Van Nuys, CA—October 14, 2009—The accolades for Little Tikes keep pouring in. As the toy-award season kicks off, Little Tikes® products have already scored three major wins, including: a *Family Fun* Toy of the Year Award for the **Easy Score Hockey, Soccer and Lacrosse Set**; a *Parenting* Magazine Mom-Tested Pick for the **Drive, Chip & Putt Golf Trainer**; and placement on the Toys “R” Us Hot Holiday Toy List 2009 for the **3-in-1 Smart Trike**. The products, which all encourage multiple-play patterns, were recognized for their value and innovation.

*Family Fun* magazine, which lauds the **Easy Score Hockey, Soccer and Lacrosse** set in saying, “This Sports Equipment Scores Big,” acknowledges the product’s usefulness and design.

“Pint-size players will get a kick out of this three-sport set, which includes two balls, a puck, and two adjustable-length sticks with snap-on hockey blades and lacrosse heads,” the magazine writes. “Our tester parents appreciated the easy assembly—and disassembly—of the metal-framed goal.”

*Parenting* magazine hails the **Chip & Putt Golf Trainer**’s versatility, saying, “With lots of different ways to play, this sporty pick grows with your little swinger.”

The Little Tikes® brand experienced significant sales in the past year, and is known for its reliability, durability and for encouraging imaginative play. This year also marked the 30<sup>th</sup> Anniversary of the brand’s iconic **Cozy Coupe®** car.

“We are thrilled that Little Tikes has received these prestigious awards,” said Isaac Larian, CEO of MGA Entertainment. “During a tough economic time, we invested in products that offer great value to our consumers—and we are happy to see that those investments have paid off.”

For more information on Little Tikes®, please visit [www.littletikes.com](http://www.littletikes.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, Moxie Girlz™, BFC, Ink.™, 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](http://www.mgae.com), [www.moxiegirlz.com](http://www.moxiegirlz.com), [www.littletikes.com](http://www.littletikes.com), [www.bfcink.com](http://www.bfcink.com), [www.myepets3D.com](http://www.myepets3D.com)

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