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MGA ENTERTAINMENT DAZZLES TOY EXPERTS AND CELEBRITIES WITH ITS HOT NEW LINE OF BRATZ™ MAGIC HAIR FASHION DOLLS

Los Angeles, CA – January 16, 2007 – MGA Entertainment, home of the wildly popular Bratz™ Fashion Dolls is thrilled to announce its hottest line of Bratz™ dolls to date, Bratz™ Magic Hair! Toy experts and celebrities alike are taking notice:

"Hair play is one of the essential elements of girls play, whether in fashion dolls, styling heads or even with toy animals," says Chris Byrne, contributing editor to Toy Wishes™ magazine, aka The Toy Guy®. "The new Bratz™ Magic Hair line feature dolls with long hair that's easy and fun to style that will inspire creative, classic imaginative play with a contemporary fashion edge."

"She's so beautiful and I love her long hair!" stated Amy Lee, lead singer of the chart-topping rock band Evanescence, after picking up the latest Bratz™ Magic Hair doll backstage at Z100's Jingle Ball concert in New York City. "Girls are going to go crazy over these!"

Bratz™ Magic Hair fashion dolls allow girls to use their creativity to create hot new hair looks for their Bratz™ as well as themselves! Special Bratz™ memory hair allows girls to crimp it, curl it, color it and glitter it using the coolest hair accessories which are also included! The color & glitter is also safe for girls to use on their own hair, too! MSRP on Bratz™ Magic Hair dolls (Yasmin™, Cloe™, Sasha™ and Jade™) is \$25.99 each.

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™, Yummi-land™, Storytime Collection™, Rescue Pets™, Miuchiz™, Zapf Creation™ and the newly acquired Little Tikes™ brand. For more information please visit: www.mgae.com www.bratz.com www.littletikes.com