

For Immediate Release -



GET THE RETAIL RUNWAY READY FOR AMERICA'S NEXT TOP MODEL FASHION DOLLS BY MGA ENTERTAINMENT

Los Angeles, CA—February 12, 2008—While aspiring models make their way onto the runway on *America's Next Top Model*[™], young girls around the world can join in on the fashionable fun of this international phenomenon with the first ever *America's Next Top Model (ANTM)* fashion dolls! MGA Entertainment, manufacturer of the popular *Bratz*[™] dolls, has teamed up with CBS Consumer Products to produce the new line of fashion dolls debuting this spring at retailers across the country. The dolls are based on the popular CW show of the same name, starring supermodel Tyra Banks, that is now in its tenth cycle and premiering on Wednesday, February 20 (8:00-9:00 p.m. ET).

The doll line launches with three characters in two different clothing lines—swimwear and casual daywear. Individual dolls come with a bonus daywear outfit and a handful of glamorous accessories essential to making it in the fast-paced world of modeling. Each doll has her very own back story bringing the glamour, beauty and responsibilities of the modeling world to life for young girls with fashion dreams.

“*America's Next Top Model* has been such an extraordinary phenomenon and MGA is proud to unveil the only line of fashion dolls from the hit TV show,” says MGA’s President and Chief Executive Officer **Isaac Larian**. “We strongly believe in the show’s message of pursuing one’s dreams and hope that this doll line continues to promote that same message.”

Liz Kalodner, Executive Vice President and General Manager of CBS Consumer Products, comments “the new fashion doll line extends the *America's Next Top Model* experience, enabling girls to explore a world in which creativity and individuality are valued.”

The dolls are not modeled or based on any particular contestants or participants on the top-rated TV show.

MSRP is \$9.99 for ANTM swimwear dolls and \$14.99 for ANTM daywear dolls.

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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 multi award-winning Bratz™, Bratz Babyz™, Bratz Kidz™, Lil' Bratz™, Yummi-Land™, Rescue Pets™, and the recently acquired Little Tikes® brand. MGA has also holds worldwide licensing rights for Zapf Creation®. For more information please visit: www.mgae.com www.bratz.com www.littletikes.com www.zapf-creation.com

About CBS Consumer Products

CBS Consumer Products, a unit of CBS Entertainment, manages worldwide licensing and merchandising for a diverse slate of television brands and series from CBS, CBS Paramount Network Television and CBS Television Distribution, as well as from the company's extensive library of titles. Additionally, the group oversees the CBS Retail Store and online sales of programming merchandise. For more information, visit www.CBS.com.

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