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For Immediate Release

BRATZ GIRLZ REALLY ROCK! Movie Premieres on Nickelodeon to No. 1 Ratings Success as Nearly One Million Girls Nationwide Tune In!

Los Angeles –September 4, 2008 – MGA Entertainment’s new fashion doll hit Bratz™ *Girlz Really Rock*’s self-titled feature movie had its world premiere on Nickelodeon Sunday, August 31st and was the #1 program for Girls 6-11 drawing an outstanding 7.3 rating. It also beat out all other shows premiering on the network that day.

“We are ecstatic about these ratings!” said MGA CEO Isaac Larian. “Bratz are back in a big way this season and these numbers are proof that our core demographic is very excited as well.”

The *Bratz Girlz Really Rock!* movie musical follows the adventures of Yasmin™, Cloe™, Sasha™, Jade™ and new Bratz™ girl Anna as they head to Camp Sunshine for a fun-filled summer of acting, singing and dancing, only to learn that competing against one another brings true friends closer together. The movie features the hit single “Friends are Everything” from the *Bratz Girls Really Rock!* self-titled album available exclusively on iTunes™.

The Bratz™ *Girlz Really Rock!* line of fashion dolls and accessories by MGA are predicted to be one of this season’s hottest sellers. Released on September 2nd, the self-titled DVD movie from LIONSGATE is available everywhere DVDs are sold.

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 www.bratz.com www.littletikes.com

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