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BRATZ™ Takes the Coveted #1 Fashion Doll Spot in Canada

The Nielsen Company's Toytrack first quarter data shows BRATZ™ volume up by 38% in this market

Toronto, Ontario, April 11, 2007 – MGA Entertainment Canada today announced that BRATZ™ is the #1 fashion doll in Canada. This new positioning is based on national market share data from The Nielsen Company that was captured during the first quarter of 2007, during which time BRATZ™ sales volume increased significantly in Canada.

“The credit goes to our first-class, passionate Canadian team,” says Isaac Larian, CEO of MGA Entertainment. “This upward trend is happening all around the world.”

The data was pulled from The Nielsen Company's National 12-week report ending March 17, 2007. The data indicates that BRATZ™ had a dollar market share of 46.6% during that time period, which is 3.7 share points higher than its nearest competitor. While the Fashion Dolls and Accessories category was up by only 2% during this timeframe, versus the same period in 2006, the data points to a +38% increase in sales volume for BRATZ™.

This market share data is based on The Nielsen Company's National ToyTrack Service which is made available on a monthly basis. The market share information above is based on dollar sales for the latest 12 week-period ending March 17, 2007.

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™ and the newly acquired 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 or contact:

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