

# LIONSGATE®

**The Bratz™ Scholarship Winners Really ‘Rock’!**

**On The Heels Of The Latest Bratz™ DVD Movie –  
*Bratz Girlz Really Rock***

**Lionsgate Announces The Winners Of The Bratz  
Scholarship Awarding \$60,000 In Savings Bonds  
Towards College Education**

***The Bratz™—The Girls with a ‘Passion for Fashion!’™  
Help Kids Achieve Their Educational Goals***

LOS ANGELES (August 25, 2008) – On the heels of the newest Bratz™ movie – ***Bratz Girlz Really Rock*** – coming to DVD September 2, 2008 from Lionsgate and MGA Entertainment, Lionsgate today announced the four winners in the Bratz Girlz™ Scholarship Contest: Natasha Barton of Lakewood, CO; Bradley Miller of Central Point, OR; Bailey Reese of Niceville, FL; and Anjali Sood of Jackson, TN. Each winner will receive a savings bond valued at \$15,000 to be applied to achieving their educational goals.

The Bratz™ were introduced to the market in 2001 quickly becoming one of the world’s foremost toy lines and girls’ lifestyle brands. With millions of dolls sold worldwide, over 4 million DVDs shipped in just the past two years and close to half a million CDs sold, the Bratz™ franchise has become a pop culture phenomenon.

Over 800 applicants vied for the scholarship money that was first announced in conjunction with Lionsgate’s release of ***Bratz: The Movie*** on DVD last year. The essay contest asked kids, “What are you most passionate about in life and how would you use this scholarship to help you grow?” The Bratz are best friends, but also have individual passions such as singing, chemistry, soccer, and dance. The scholarships, named for each of the Bratz -- Yasmin, Cloe, Sasha, and Jade – were awarded to children that embody a passionate spirit for life.

“The positive messages of being true to yourself and pursuing your passions are integral to The Bratz philosophy,” says Michael Rathouser, Vice President Marketing for Lionsgate. “These scholarships will help give Anjai, Bradley, Bailey and Natasha a start to pursue their individual passions in college and help provide the educational foundation needed to achieve their goals.”

The winners’ passions range from music, art and construction to helping the men and women who proudly serve our country in the armed forces.

In addition to the scholarships, each winner will also receive a **Bratz Girlz Really Rock** gift basket including the new DVD movie and the new line of **Bratz™ Girlz Really Rock** fashion dolls.

The latest DVD release **Bratz Girlz Really Rock** continues to embody The Bratz' portrayal of positive values as it includes seven new sing-along songs embracing friendship and being true to oneself. The DVD also includes fun features such as "Make Your Own Music Video," which encourages creativity and expression, and more. All songs from **Bratz Girlz Really Rock** will also be available on iTunes.

#### About Lionsgate

Lionsgate is a leading next generation filmed entertainment studio with a major presence in the production and distribution of motion pictures, television programming, home entertainment, family entertainment, video-on-demand and digitally delivered content. The Company is leveraging its content leadership and marketing expertise through a series of partnerships that include the operation of the highly successful FEARNet branded VOD and Internet horror channel with Sony and Comcast, the recent announcement of the fall 2009 launch of a new premium entertainment channel with partners Viacom, Paramount Pictures and MGM, investment in the leading young men's digital distribution platform Break.com, ownership of the premier independent television syndication company Debmar-Mercury LLC and an alliance with independent filmed entertainment production and distribution company Roadside Attractions. Lionsgate also has forged partnerships with leading content creators, owners and distributors in key territories around the world, including Televisa in the U.S. and Latin America, StudioCanal in the UK, Hoyts and Sony in Australia and Eros International in India.

The Company has generated more than \$450 million at the North American theatrical box office in the past year and has released a string of hits including The Forbidden Kingdom, Tyler Perry's Meet The Browns, The Bank Job, Rambo, The Eye, Saw IV, Tyler Perry's Why Did I Get Married?, Good Luck Chuck, 3:10 To Yuma and War, most of which have opened at #1 or #2 at the box office. The Company has also forged leadership positions in television and home entertainment with the production of such critically-acclaimed television series as Weeds and Mad Men, the distribution of Tyler Perry's House of Payne, Family Feud, South Park, Trivial Pursuit and The Dead Zone, among others, and approximately 9% market share and the industry's leading box office-to-DVD conversion rate in home entertainment. Lionsgate handles a prestigious and prolific library of approximately 12,000 motion picture and television titles that is an important source of recurring revenue and serves as the foundation for the growth of the Company's core businesses. The Lionsgate brand is synonymous with entrepreneurial innovation and original, daring, quality entertainment in markets around the globe.

#### 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™, Rescue Pets™ 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](http://www.mgae.com) [www.bratz.com](http://www.bratz.com) [www.littletikes.com](http://www.littletikes.com)

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Press Contact:  
Andrea Blain  
Andrea Blain Public Relations

847-933-0884  
andrea@andreablainpr.com