



For Immediate Release

Contact: Dave Malacrida
818-221-4325
dmalacrida@mgae.com

Contact: Rachel Griffin
818-221-4380
rgriffin@mgae.com

Contact: Caroline Thomas
312-988-2305
cathomas@webershandwick.com

**Little Tikes Ride and Relax Wagon™ Honored as
Best Outdoor Item of 2007 by Toys “R” Us Canada**

Hudson, Ohio (April 4, 2007) - The Little Tikes Company is proud to announce that it has recently been honored for one of its many outstanding toys. The new Ride and Relax Wagon™ has been named the Best Outdoor Item of 2007 at the annual Toys “R” Us Canada Spring Vendor Show. The award, voted upon by Toys “R” Us directors, managers and staff, was announced on March 27, 2007 in Toronto.

“We are very pleased to receive this award. We take great pride in designing innovative, interactive and durable toys, and are honored to have one of our products recognized by one of the world’s leading toy retailers,” said Isaac Larian, CEO of MGA Entertainment, the parent company of Little Tikes. “Our wagons have been loved by families for generations and the new Ride & Relax Wagon is sure to be loved for generations to come.”

About the Ride & Relax Wagon

Wherever summer adventures take you, go in style in the Ride & Relax Wagon. With seating for two, this wagon leaves plenty of space for pint-size passengers to stretch out and get comfortable. A storage area allows for easy transportation of essentials – whether supplies for a picnic in the park or toys for a play date at the neighbor’s house. This versatile wagon comes fully-loaded with flip-up seats, drink holders and safety seatbelts. Best of all, the Ride & Relax Wagon can be converted into a bench where so you can share a seat and relax once you’ve arrived at your destination. For ages 1-1/2 years and up. MSRP \$99.99.

The Ride and Relax Wagon is available at Toys “R” Us stores throughout the United States and Canada, as well as at www.littletikes.com. For more information on the full line of Little Tikes toys and children’s products, visit www.littletikes.com.

###

About Little Tikes: The Little Tikes Company, founded in 1970, is a Hudson, Ohio-based multi-national manufacturer and marketer of durable, high-quality and engaging childrens products. As one of the toy industry's most trusted brands and now part of the MGA Entertainment family, Little Tikes is being taken to new heights through exciting product innovation and powerful marketing. Get ready for big things from Little Tikes. For more information, visit www.littletikes.com.