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MGA is confident that the testing protocols we have in place throughout our organization support our commitment to ensure that only high quality, safe products, meeting all legal requirements are released to retail for purchase. MGA utilizes reputable third party testing laboratories to ensure that proper checks and balances are in place, and test reports are carefully reviewed by trained and highly qualified professionals.

Understanding the importance of our consumer's health and welfare, we have asked our suppliers and the independent labs, to support our efforts to subscribe to higher than required standards. We want MGA products to exceed all legally required safety standards, wherever and whenever possible, so that consumers can continue to feel good about and respond positively to MGA products.

Standard industry operating procedures call for testing to be conducted in the areas of lead content as well as heavy metals on all products that include any type of paint application. MGA is diligent in this regard and keeps meticulous documentation to confirm that products released to retail meet all legal safety standards. MGA has its products tested regularly through its own quality assurance personnel, amongst others, to meet or exceed Industry health and safety standards set forth by the Federal government. In addition, MGA has independent 3rd party testing laboratories test its products in their labs. Many retailers around the world who buy MGA products from MGA also independently do their own testing of the products as well.

Although MGA's products have tested safe for lead and other heavy metals, MGA has re-tested many of its products since the recalls were first announced 2 weeks ago to verify. NO safety issues whatsoever have been brought to our attention by any of the testers/labs. The health and well-being of our consumers is of the utmost importance to us. Therefore, while MGA has had NO issues with the safety of any of its products in connection with the recent recalls, we will continue to be vigilant and test for lead and other prohibited substances to ensure that all our products are safe.

Any questions or Inquiries about MGA Entertainment products please call 1-800-222-4685 or visit our website at www.mgae.com



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™, 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 www.zapf-creation.com