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For Immediate Release

**MGA Entertainment to Receive Coveted SPARC Award
For Girls Toys Category, as Chosen by Leading Retailers**

Los Angeles, CA – September 11, 2008— Senior executives from the nation’s largest retailers, including Wal-Mart, Target, Toys R Us and others, have recognized MGA Entertainment, maker of the popular BRATZ™ fashion dolls, as the leading supplier in the area of Girls Toys and have honored the company with a coveted SPARC award. MGA will accept the award at the annual SPARC gala at the Harold Washington Library in Chicago on September 25th, 2008.

“I am honored that the retailers have recognized MGA with this prestigious award,” said Isaac Larian, CEO of MGA. “Our relationships with our retailers are so valuable to us and winning in the category of Girls Toys is especially meaningful.”

The recognition is part of the retail industry’s national awards program, otherwise known as the Supplier Performance Awards by Retail Category, in which retailers elect top suppliers based on such traits as new product innovation, service programs, delivery commitments, replenishment, advertising support and overall account management.

The SPARC program, which has been administered by the publishers of Retailing Today for the past three decades, assembles buyers, merchandise managers and chief merchandising officers to vote for their choice of supplier based on a set of criteria deemed vital to the merchandising ranks. This will be the third time that MGA has won this esteemed award in this category.

For more information about SPARC, including names of participating retailer companies as well as a full list of judging criteria, visit www.sparcawards.com

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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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