



## **MGA ENTERTAINMENT LAUNCHES MOXIE GIRLZ™, A NEW DOLL LINE ENCOURAGING GIRLS TO EMBRACE INDIVIDUALITY AND SELF-EXPRESSION**

VAN NUYS, CA (August 3, 2009) – Every girl has the strength to do something amazing. Today, MGA Entertainment, Inc. (MGA), a worldwide leader in the toy industry, is empowering girls and tweens to free their creative energy with the introduction of Moxie Girlz™, a new doll line that will encourage girls to reach for their dreams and fearlessly embrace their individuality through self-expression, friendships, and fashion. With the brand motto of “Be True! Be You!™”, the Moxie Girlz™ line inspires creativity through four characters, available in different themes, that provide a unique outlet for girls to express themselves and interactively play.

“The word ‘moxie’ actually means courage, energy and determination; all sentiments which align perfectly with the new Moxie Girlz line,” said Isaac Larian, CEO, MGA Entertainment, Inc. “In fact, by coupling our expertise in the toy industry with extensive research, we purposefully sought to create a line that empowers girls to be confident, be creative, and as our theme states, ‘Be True’ to themselves.”

The tween market is a force to be reckoned with, so it was important for MGA to tap into their insights when designing this line. According to both external and internal MGA research, tweens want to see more content related to decorating, fashion and makeovers for people their age<sup>1</sup>. Moreover, they seek to create and express themselves through brands and products<sup>2</sup>. The Moxie Girlz™ dolls and accessories meet these needs by providing an outlet for girls to engage and creatively play with the dolls while also relating to the fashion and the sentiment of “moxie.”

---

<sup>1</sup> The Intelligence Group. (February 2008) “Tween Intelligence Report: Update 2008” (referencing \$40 billion in tween spending power)

<sup>2</sup> The Intelligence Group. (February 2008) “Tween Intelligence Report: Update 2008”

The Moxie Girlz™ line consists of four core characters: Lexa™, Avery™, Sasha™ and Sophina™, each with a unique style and story. Girls can interact with these characters through three main themes:

- Art-itude™ – an art -based theme that allows girls to personalize the dolls’ clothes to create one of a kind looks.
- Magic Hair – a hair styling-based theme, where girls can curl, twist and color unique hair styles, on their doll’s hair and their own, utilizing special products and accessories.
- Jammaz™ – a music-based theme where girls can show their individuality and express themselves through music.

There are also a variety of accessories and games available to inspire self-expression and creativity, such as the Moxie Girlz™ Art-itude™ Airbrush Fashion Gallery, the Moxie Girlz™ Magic Hair Salon and the Moxie Girlz™ Jammaz™ Sleepover Kit.

Moxie Girlz™ will be available at retailers nationwide beginning on August 15, 2009. Doll prices range from \$10.99 to \$29.99 and may vary by location. For more information on Moxie Girlz™ and the products, games and accessories available, please visit: <http://moxiegirlz.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 award-winning Little Tikes® brand, 4 Ever Kidz™, 4 Ever Lil Angelz™ and Rescue Pets®. MGA has also acquired worldwide licensing rights for Zapf Creation®. For more information please visit: [www.mgae.com](http://www.mgae.com) [www.littletikes.com](http://www.littletikes.com)

###

For more information on the Moxie Girlz™ and hi-res images of the line, please contact:

Sandra Ravan  
MGA  
818.221.4380  
[sravan@mgae.com](mailto:sravan@mgae.com).

Katie Kotchka  
Edelman  
323.202.1400  
[katie.kotchka@edelman.com](mailto:katie.kotchka@edelman.com)