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## FOR IMMEDIATE RELEASE

### Girlz Showcase Their Moxie at the First National Tween Girl Summit

Van Nuys, CA – October 12, 2009 - The Moxie Girlz™ have made their mark at the first National Tween Girl Summit in Washington D.C. The day-long event, held on Saturday, invited 300 girls to participate in sessions to share their thoughts and insights on relevant topics from self-confidence to peer pressure. At the culmination of the day's events, including a concert hosted by Disney Channel's Debby Ryan and headlined by *American Idol* finalist Brooke White, girls tagged their most inspirational moment of the day on the My Moxie Moment wall.

"Participating in an event like the Tween Summit allows us to reach the girls who will have a hand in the future success of their generation," said Isaac Larian, CEO of MGA Entertainment, the creators of Moxie Girlz™. "Our Moxie Girlz™ dolls stand for courage, individuality and self-expression and what better way for today's youth to embody those qualities than to participate in panel discussions and voice their opinions on these eminent topics? We are proud to have been a sponsor of this groundbreaking event," he added.

The Moxie Girlz™ doll line, which launched in August, is anchored by the tagline "Be True! Be You!™" which was a concept that resonated with the attendees of the Tween Summit. Following the event, the Allykatzz blog was filled with expressive comments from girls ranging from "Moxie makes me feel free to show my independence," to "I have Moxie today because I'm not afraid to be who I am."

Throughout the day-long Summit, girls convened with policy makers, experts and celebrities to discuss what's important to them and topics that affect their lives. The Summit was moderated by Jess Weiner, this generation's "Go-to Girl" for self esteem as well as the Global Ambassador for the Dove Self-Esteem Fund. Weiner hosted sessions on Body Peace to encourage girls to feel comfortable and confident in who they are, both inside and out.

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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 Little Tikes® brand, Moxie Girlz™, BFC, Ink.™, 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.moxiegirlz.com](http://www.moxiegirlz.com), [www.littletikes.com](http://www.littletikes.com), [www.bfcink.com](http://www.bfcink.com), [www.myepets3D.com](http://www.myepets3D.com)