



Dave Malacrida / Rachel Griffin
MGA Entertainment, Inc
16300 Roscoe Blvd.
Van Nuys, CA 91406
(818) 894-2525 exts. 6590, 6592
Dmalacrida@mgae.com, Rgriffin@mgae.com

MGA ENTERTAINMENT KICKS OFF SUPER BOWL WEEKEND IN MIAMI AT THE OFFICIAL SUPER BOWL XLI GIFT LOUNGE

Miami, FL– February 2, 2007 – MGA Entertainment, home of the wildly popular BRATZ™ fashion dolls is thrilled to participate in On3 Productions’ Official Super Bowl XLI Talent Gift Lounge at taking place in Miami, Florida. This will mark MGA’s second year in a row bringing the fun of BRATZ™ fashion dolls to celebrities and personalities from the sports world attending the Official Super Bowl Lounge.

“MGA Entertainment is known for making some of the hippest consumer products out there today, like the very popular BRATZ™ fashion dolls,” said Samantha Milo Haft, Co-founder of On 3 Productions. “Having them at the event makes our attendees feel like kids again!”

MGA Entertainment will be featuring its brand new line of BRATZ™ Magic Hair fashion dolls, various BRATZ™ consumer electronics, Jesse James Die-Cast Choppers and Vehicles, as well as a life-size custom made BRATZ™ Chopper created exclusively by Beverly Hills Choppers which will be auctioned off with the proceeds going to NFL Charities.

“We are thrilled to be associated with the BRATZ™ family at this tremendous event,” said Johnny Fratto, Owner of Beverly Hills Chopper. “We feel that this charitable cross-promotion between BRATZ™ and Beverly Hills Choppers will turn out to be extremely successful.”

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™, 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