



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

**FOR IMMEDIATE RELEASE**

**BRATZ™ MAGAZINE WINS BEST SELLERS AWARD FOR BEST  
ABC DEBUT IN THE UNITED KINGDOM**

Los Angeles, February 27, 2007 -- MGA Entertainment, a leading consumer entertainment products company and manufacturer of the wildly popular BRATZ™ brand of fashion dolls and accessories, announced that the BRATZ™ Magazine has won the Best Sellers Award for the Best ABC Debut in the UK.

“We have seen an extremely healthy growth in our popularity as well our sales this year,” said Isaac Larian, CEO of MGA Entertainment. “We are very happy to have received this award for the Bratz magazine in the UK.”

The ABC results are the official UK league table of proven sales.

BRATZ™ Magazine, published monthly by Titan Publishing, is the only official magazine of the popular BRATZ™ dolls. This must have, 52-page magazine is for today's girls and features the BRATZ™ mixing their unmistakable hip style and sassy fashion sense with cool BRATZ™ features and interviews with today's hottest celebrities!



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](http://www.mgae.com) [www.bratz.com](http://www.bratz.com) [www.littletikes.com](http://www.littletikes.com)