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For Immediate Release

MGA Entertainment Named Winner of SPARC Award in Girls Toys Category by Leading Retailers

Los Angeles, CA – June 20, 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. 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.

“There is no higher accolade than being recognized by one’s retailer partners,” said *Retailing Today* Editor in Chief and Associate Publisher Tim Craig. “Being a SPARC winner quite simply means that a supplier has risen to best-in-class status.”

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 year, 60 separate merchandise categories were considered for a SPARC award.

“We are proud of the relationships we have with our retailers and to be selected as the winner of this SPARC Award is a wonderful honor,” said Isaac Larian, President and CEO of MGA Entertainment.

MGA Entertainment will be presented with the award at this year’s annual SPARC gala in Chicago on September 25 at the Harold Washington Library. This is the third time that MGA Entertainment has won this prestigious 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.sparcwards.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 multi award-winning Bratz™, Bratz Babyz™, Bratz Kidz™, Lil' Bratz™, Rescue Pets™, and the recently acquired Little Tikes® brand. MGA has also holds worldwide licensing rights for Zapf Creation®. For more information please visit: www.mgae.com www.bratz.com www.littletikes.com www.zapf-creation.com

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