

L.O.L. Surprise Tots Dolls Now the #1 Toy of the Year in the United States

Van Nuys, Calif., December 11, 2017-- MGA Entertainment (MGAE), one of the world's leading privately held toy and family entertainment companies, announced today that L.O.L. Surprise Tots have taken the lead in the race for the top selling toy of the year. With the holiday season in full swing, L.O.L. Surprise doll assortment is the #1 toy YTD Nov 2017 in the U.S., according to The NPD Group*.

“This is the first time since 2004 when Bratz dolls became the #1 toy and #1 doll worldwide that we are experiencing this level of success” said Isaac Larian, CEO of MGA Entertainment.

When you combine all L.O.L. Surprise toys such as Lil Sisters, the sold-out Pets series, and L.O.L. Surprise Big Surprise, the L.O.L. Surprise franchise is one of the biggest toy brands worldwide according to retailers who are selling the item. This was achieved in just one year. MGAE plans to double L.O.L. Surprise sales in 2018.

MGAE is the fastest growing toy company amongst the top 5 toy manufacturers in the U.S., up 70% for November, according to The NPD Group**.

“Our worldwide growth is over 200%.*** This growth is not just based on L.O.L Surprise. All our NEW innovations are doing great. Crate Creatures Surprise has become a best seller in its category after just two weeks. Glam Goo, another NEW innovation for spring 18 is also an early sell out. And, with Smooshins, kids can make L.O.L. Surprise dolls over and over again and keep being surprised.” said Isaac Larian.

This success is attributed to the BEST creative and passionate team in the USA.

For more information on MGA Entertainment and its brands, visit mgae.com

About MGA Entertainment

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 award-winning brands such as Little Tikes®, Lalaloopsy™, Project Mc²™, Bratz®, Num Noms™, L.O.L. Surprise!™, and Zapf Creation®. Visit us at www.mgae.com.

(*Source: The NPD Group / Retail Tracking Service / January – November 2017)

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(***Source: MGA Entertainment)

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