



PRESS RELEASE

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FOR IMMEDIATE RELEASE

BRATZ® 'ALL GLAMMED UP'™ AND SET TO 'ROCK' THIS SPRING! Lionsgate Home Entertainment to Release the Bratz® Television Show on DVD for the First Time Ever!

NEW YORK TOY FAIR (Feb 15, 2011) – Bratz® are ready to take spring 2011 by storm with a full range of products that are sure to spark girls' imaginations as well as their passion for fashion, creativity and make-up! This March, Lionsgate Home Entertainment is set to release "Bratz®: Good Vibes", marking the first time that the Bratz® television series, which previously aired on FOX (2005-2007), has been released to DVD. Starring all four fabulous Bratz® — Cloe™, Jade™, Sasha™ and Yasmin™ — the DVD features four positive stories created to inspire the best in all types of young girls. Bratz®: Good Vibes will be available on March 22, 2011 for the suggested retail price of \$14.98.

The following Bratz® dolls and accessories are currently hitting store shelves (high-res images and samples available upon request):

BRATZ® ALL GLAMMED UP™

The Bratz® are glammed up to the max with five ways to love their hair. Wave, curl, crimp, straighten and glitter their hair over and over again with fun styling tools! Product Features include: Bratz® memory hair that holds its style and lets you style it again and again, and cool hair accessories and glitter for your Bratz® doll and you! Bratz® dolls as always are wearing a super-stylish fashion. (SRP: \$19.99; Ages: 6+)

BRATZ® ALL GLAMMED UP™ FASHION DESIGN SKETCH BOOK

Girls can express their sassy style with this super-cool, fashion design sketchbook. The kit includes fashion and accessory stencils girls can use to design their own fashion looks. It also includes ideas, instructions and tips to get just the right look. Product Features: Fashion stencils girls can use to create their own cool designs; fashion design pages with images of the Bratz®; colored pencils, markers, eraser and sharpener; instructions and tips included! (SRP: \$14.99; Ages 6+)

BRATZ® ALL GLAMMED UP™ MAKE UP DESIGN SKETCH BOOK

The Bratz® are all about changing their looks, and you can help with this super-cool, make up design sketch book. The kit includes make-up and hairstyles you can try out on the Bratz® faces. Use the colored pencils and real makeup to create all the hottest looks. It also includes ideas, instructions, and tips for designing the look of your dreams! Product Features: Makeover flip pad with full color images of the Bratz® for you to makeover; real make-up and colored pencils; hang-able hairstyles sheets you can punch out; instructions and tips included. (SRP: \$14.99; Ages 6+)

BRATZ® ALL GLAMMED UP™ MAKE UP

Bratz® love to get totally decked out and glammed up when they get ready for a big party. Now girls can get all glammed up too, with this totally cool makeup case full of all the real makeup girls will need to create a sassy stylin' makeover that will make heads turn! Product Features: Makeup case full of real makeup; nail polish; lip gloss; blush; eye shadow; nail file; mirror; makeup applicator brushes. (SRP: \$14.99; Ages 6+)

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BRATZ® ROCK

Get ready to rock out with some serious style. Each Bratz® wears a cool fashion, glows in the dark and comes with her own instrument. Product Features: Bratz® doll hair and face paint glow in the dark; Bratz® doll comes with her own instrument. (SRP: \$14.99; Ages 6+)

BRATZ® XPRESS IT™

The Bratz® are all about rockin' the hottest fashion trends with their friends and some serious attitude! With tons of confidence and style to match, the Bratz® Pack makes heads turn wherever they go! Product Features: Bratz® doll in super-stylish fashions! (SRP: \$9.99; Ages 6+)

See the all new "All Glammed Up™" commercial at youtube.com/bratz.

For more information on MGA Entertainment's Bratz, www.bratz.com.

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 award-winning brands such as Little Tikes®, Lalaloopsy™, Bratz®, Moxie Girlz™, BFC, Ink.™, Rescue Pets® and Zapf Creation®. The Company is continuing its tradition of creating imaginative doll brands for girls. For more information please visit: www.mgae.com, www.littletikes.com, www.lalaloopsy.com, www.bratz.com, www.moxiegirlz.com, www.moxieteenz.com, and www.bfcink.com.