



PRESS RELEASE

FOR IMMEDIATE RELEASE

GameMill to Develop and Publish Video Games Based on Moxie Girlz™ All-New Moxie Girlz™ Dolls Debut this Spring

NEW YORK TOY FAIR (Feb 14, 2011) – MGA Entertainment and GameMill Publishing, Inc. today announced an agreement to develop and publish video games based on MGA's hit fashion dolls, Moxie Girlz™. The first Moxie Girlz™ game will be released on the Nintendo DS in the fall of 2011.

"We are thrilled to have the Moxie Girlz™ brand and feel this is a perfect fit for the video game market," said Mark Meadows, Vice President of Marketing at GameMill Entertainment. "One only needs to walk through any major retailer and see the overall Moxie Girlz™ support for the dolls and we think this will carry over to the video game space as well!"

The award winning Moxie Girlz™ doll line is back in 2011 with fun and stylish new fashions and creative new doll themes including the very popular Art-Titude™ line, now in 3D, and the all-new Summer Swim Magic line! Moxie Girlz™ encourages girls to reach for their dreams and fearlessly embrace their individuality through self-expression, friendships and fashion.

Moxie Girlz™ Art-Titude™ 3D - Moxie Girlz™ love to show their Art-Titude™ by giving everything they wear a personalized twist and this season it's 3D. Your Moxie Girlz™ can wear their newest creations. Features include a fun outfit you can color yourself; a pair of 3D glasses you can also decorate; two washable markers. (SRP: \$16.99)

Moxie Girlz™ Summer Swim Magic™ - Grab your bikini, cuz you and the Moxie Girlz™ are headed to the beach for a full-day adventure with sun, fun, and friends! Features include: One Moxie Girlz™ doll with 2 fashions – a bathing suit for swimming and a cool fashion for after sun fun; Moxie Girlz™'s hair changes color when she goes swimming; Feet kick for swimming fun! (SRP: \$19.99).

For more information on MGA Entertainment's Moxie Girlz™ <http://www.moxiegirlz.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.

About GameMill Entertainment

GameMill Entertainment is located in Minneapolis, Minnesota. GameMill is a third party publisher of various Children's and Casual games for the PC, Nintendo DS, and Nintendo Wii. With development across the globe, GameMill is a source of entertaining and fun games for all ages. www.game-mill.com.