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FOR IMMEDIATE RELEASE

**IMPERIAL TOY INKS LITTLE TIKES® RENEWAL DEAL WITH MGA
ENTERTAINMENT**

North Hills, CA. August 4, 2008 - Imperial Toy, a leading manufacturer of licensed and proprietary outdoor toys, bubbles & novelties, and MGA Entertainment, Inc., a consumer entertainment-based entertainment licensing company, announced today a multi-year extension for Imperial Little Tikes® Bubbles and Summer Adventure™ license for the USA and Canada.

“The team at Imperial Toy is extremely passionate and great at what they do,” said Isaac Larian, President and CEO of MGA Entertainment. “We are delighted to have the group as our partner.”

A number of Little Tikes branded Imperial toys are among children’s favorites.

“For the past three years, Imperial’s Little Tikes Bubble Bellies have won the hearts and minds of Mom’s and kids across the world, making them the best selling battery operated bubble toy on the market” said Peter Tiger, President Imperial Toy. “Our Little Tikes Sprinklers and Summer Adventure items also dominate sales in each respective category. Little Tikes is the best known and trusted preschool brand on the market today, and we are thrilled to continue our longstanding relationship with the Little Tikes brand” said Art Hirsch, President Imperial Toy.

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Imperial Inks Renewal Deal With MGA

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“We are excited about our continued partnership with Imperial and look forward to building the business together,” said Tom Prichard, Executive Vice President of Little Tikes.

About Imperial Toy:

Founded in 1969 and headquartered in North Hills, CA, Imperial Toy is a privately held toy manufacturer with a catalogue of some of America's best-selling toys. Facilities are located in Memphis, San Diego, Modena, Italy, Hong Kong, and Tijuana, Mexico. The company has a wide distribution network which includes leading national stores such as Target, Wal-Mart, Walgreens, K-mart, Kay-Bee Toys, and Toys 'R Us. The company is the #1 manufacturer of bubbles and bubble toys in the world and the producer of toys for leading children's entertainment companies including Little Tikes, Marvel, Nickelodeon, Hit Entertainment, Sanrio and Universal. For further information, call 818 536 6500 or visit www.imperialtoy.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 such brands as the award-winning Bratz™, Bratz Babyz™, Bratz Kidz™, Lil' Bratz™, Rescue Pets™ and the popular Little Tikes® brand. MGA has also acquired worldwide licensing rights for Zapf Creation®. For more information please visit: www.mgae.com www.bratz.com www.littletikes.com

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About The Little Tikes Company

The Little Tikes Company, founded in 1970, is a Hudson, Ohio-based multi-national manufacturer and marketer of durable, high-quality and engaging children's products. As one of the toy industry's most trusted brands, and now part of the MGA Entertainment family, Little Tikes® is being taken to new heights through exciting product innovation and powerful marketing. Get ready for big things from Little Tikes®. For more information, visit www.littletikes.com.

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