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FOR IMMEDIATE RELEASE

Imperial® Toy's Little Tikes® Ultimate Beach Ball Sprinkler™ Wins Dr. Toy's Best Vacation Products Award

North Hills, CA – August 9, 2007- Imperial® Toy LLC today announced that its Little Tikes® Ultimate Beach Ball Sprinkler™ is the recipient of a prestigious "Best Products Summer Vacation 2007 Award" from Dr. Toy's Institute for Childhood Resources.

The fun never stops with the Little Tikes® Ultimate Beach Ball Sprinkler™ from Imperial® Toy. The giant 88" circumference inflatable beach ball sprinkler splashes water as you roll it around. This cool sprinkler combines fast and fun beach ball action with wild water play. Just inflate it, hook it up to a hose and let the fun begin! Individual spray heads help keep the inside dry and mildew-free. Fill the bottom pouch with water, and it turns into a stationary sprinkler. The Ultimate Beach Ball Sprinkler™ keeps kids cool when they are having fun in the sun.

"We are extremely pleased to have received this award," said Tim Thompson, Vice President Marketing, Imperial® Toys. "This toy continues to be a best seller year after year, built on strong play value and the strength of the Little Tikes® brand". Dr. Toy's Best Products Award program was developed by noted child development authority, Stevanne Auerbach, Ph.D. (a.k.a. Dr. Toy), as a service to consumers who desire to purchase safe, affordable, educational and stimulating toys and products for children.

"As a childhood specialist for more than 37 years," said Dr. Auebach, "I have seen the continuous, essential need for more year-round resources for consumers to identify and choose the most appropriate, safe and engaging learning and developmental products for all children. We seek outstanding products that support children's fun, learning, and staying physically fit."

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Ultimate Beach Ball Sprinkler™ Wins Dr. Toy's Vacation Award
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Dr. Toy's award-winning best products were carefully chosen from among hundreds that she has reviewed at toy fairs, catalogs, and other sources, and by using extensive criteria she has developed over many years.

Among the criteria used are safety, age-appropriateness, design and durability.

About Imperial® Toy LLC:

Founded in 1969, Imperial® Toy LLC is the worldwide leader in the sale and manufacture of Bubbles and Novelty Toys. Our brands include Super Miracle® Bubbles, Miracle® Bubbles, Buddy-L®, Legends of the Wild West®, Runway Pink™ and Livin' Large™. Our licenses include Nickelodeon®, SpongeBob Squarepants®, Dora the Explorer™, Go, Diego, Go!®, Backyardigans®, Little Tikes®, Thomas the Tank Engine®, Bob the Builder®, Batman®, Ford®, Dodge®, Jeep®, GM® and Universal Monsters®. Imperial distributes products in over 50 countries worldwide, from locations in Hong Kong, Memphis, and San Diego. Imperial has offices in Los Angeles, Hong Kong, and Modena, Italy.

About Dr. Toy:

Stevanne Auebach, PhD is known as Dr. Toy and is the Director of the Institute for Childhood Resources, founded in San Francisco in 1975, author, Smart Play /Smart Toys and other books, Toys for a Lifetime and The Toy Chest plus a dozen others. She writes about toys and play, and evaluates products on WWW.DRTOY.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 multi award-winning Bratz™, Bratz Babyz™, Bratz Kidz™, Lil' Bratz™, Yummi-Land™, Storytime Collection™, Rescue Pets™, Miuchiz™ and the newly acquired 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 www.zapf-creation.com

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