

L.O.L. Surprise!® Expands Digital Reach with New OTT Channel

MGA Entertainment Partners with SuperAwesome and Future Today, Inc. to Distribute L.O.L. Surprise! Video On-Demand Content Across Roku, Apple TV and Amazon Fire Beginning April 1

VAN NUYS, Calif. (April 1, 2019) – The highly acclaimed global phenomenon, L.O.L. Surprise!®, continues to turn heads and set records by bringing its original YouTube branded content to OTT channels worldwide. MGA Entertainment, Inc. (MGAE), the world’s leading toy company with the top 10 toys worldwide, partners with kidtech platform SuperAwesome to deliver L.O.L. Surprise! UNBOXED, and more, to 50 million additional homes around the world via Future Today, Inc.

“Our dedicated focus on providing our fans a secure outlet where they can laugh and safely enjoy our content has positioned MGAE as the gold standard for children’s safety in the digital landscape; no other toy company has successfully done this,” said Isaac Larian, CEO and Founder of MGA Entertainment. “We will continue to succeed in digital because we continue to deliver fresh, innovative and original content; and we will soon bring more new, creative ideas to other MGAE brands such as Popsie Surprise, Kingdom Builders, Little Tikes, Viro VEGA and more.”

SuperAwesome is the world’s leading kidtech platform, connecting responsible brands to over half a billion children every month while ensuring total digital safety and privacy. Integrated by the top kids’ content platforms, such as Future Today, SuperAwesome’s designed-for-COPPA technology ensures that all digital engagements with the under-13 audience are fully compliant.

“With over 170,000 kids going online for the first time every day, a completely new digital landscape is being created. It requires companies to design both for privacy but also responsibility to engage with this audience, areas where MGA Entertainment have always set the very highest standards. We’re very proud to count them as a customer,” stated Dylan Collins, CEO SuperAwesome.

The importance of creating a safer internet for kids is understood by the entire toy industry. SuperAwesome and MGAE are advocates for kidtech, creating kid-safe digital environments and experiences.

L.O.L. Surprise! entertainment content is currently available on the L.O.L. Surprise! YouTube channel to nearly one million subscribers with more than 330.1 million views to date. The brand is expanding its reach to Roku, Apple TV and Amazon Fire where users will enjoy over 60 videos of original content, including: *UNBOXED S1-S3, L.O.L. Surprise! World, How Do You Unbox?, EYE SPY Mini Series, Behind the Scenes footage, Bloopers and more!* New videos will be uploaded every Thursday.

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ABOUT SUPERAWSOME

SuperAwesome powers the children’s internet. The company’s kidtech platform is used by hundreds of companies and thousands of apps to safely engage with over half a billion children every month, ensuring their complete digital privacy. Led by serial technology investor and entrepreneur Dylan Collins, the company’s rapidly growing global team is headquartered in London with offices in New York, Los Angeles and Chicago. The company is backed by several well-known investors including Hoxton Ventures and Mayfair Equity Partners. For more information, please visit us on the web, our blog, Twitter or LinkedIn.

ABOUT MGA ENTERTAINMENT

MGA Entertainment, Inc., a consumer entertainment products company headquartered in Van Nuys,

California, creates innovative 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 L.O.L. Surprise!®, Little Tikes®, Springlings™ Surprise, Num Noms®, Poopsie Slime Surprise!™, Project Mc²®, Crate Creatures Surprise!™, VIRO Rides™ and Zapf Creation®. Visit us at www.mgae.com.

ABOUT FUTURE TODAY

Future Today, Inc is a pioneer and leader in the OTT media and technology landscape having launched its first suite of OTT channels in 2011. Future Today works with over 350 Content Partners to help distribute, market and monetize their content by creating custom branded channels on platforms such as Roku, Amazon Fire TV, Apple TV and Smart TVs. The company also operates Happykids.tv, which is the most popular free, ad-supported Kids & Family channel on streaming devices. To date, the company has amassed more than 60 million downloads of their more 700+ channels across a diverse segment of categories with Kids & Family being one of the largest. For more information, visit www.futuretodayinc.com.