

## THINGS YOU ARE LIKELY TO HEAR IN TOY COMPANIES' UPCOMING EARNINGS CALLS DUE TO A "NOISY" Q1 SEASON

**Van Nuys, Calif. (April 18, 2019)** -- As Q1 2019 comes to a close, MGA Entertainment Inc. (MGAE), the world's largest and fastest growing, privately held toy company, thought it would be fun to predict what potential storylines may be coming soon.

These storylines include:

- 1) The departure of Toys R Us had a significant impact on both shipping and POS sales.
- 2) Easter is later in 2019 than last year, and that has negatively impacted POS sales.
- 3) The continued move of consumers to online channels from traditional retail has hurt the industry.

"Lately, it is fashionable by most publicly traded toy companies to blame the demise of Toys R Us for everything," said Isaac Larian, CEO and Founder of MGAE. "So, in that "fashion" we blame part of our success to the closing of Toys R Us, I guess 😊! And, the other parts of our success we blame on a late Easter! 😊 Thankfully, due to our continued innovations, our worldwide shipping was up +46% for the first quarter."

"I am very proud of team MGA for their passion, innovation in product, packaging, sales and marketing. We will grow high double-digits in 2019 with or without Toys R Us," chuckled Larian.

# # #

### **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 Mc<sup>2</sup>®, Crate Creatures Surprise!™, VIRO Rides™ and Zapf Creation®. Visit us at [www.mgae.com](http://www.mgae.com).