



NEW L.O.L. SURPRISE! O.M.G.™ DOLLS: THE REAL FASHION DOLLS ARE HERE!

**L.O.L. Surprise! O.M.G.™ Big Sisters Bring Fierce Fashions,
Selling More Than 50 Percent of Inventory on Launch Day at Retail**



Chatsworth, Calif., July 9, 2019 – The world’s newest fashion dolls, [L.O.L. Surprise! O.M.G.™](#), have arrived and are joining the hugely popular worldwide phenomenon, L.O.L. Surprise!™ The new L.O.L. Surprise! O.M.G.™ fashion dolls offer fans 20 fierce, fashionable surprises to unbox, and once the surprises are opened and revealed, fans can use the package as a reusable closet and dressing room playset.

The new L.O.L. Surprise! O.M.G.™ dolls include four new characters inspired by L.O.L. Surprise!™ fan favorites to complete the families of dolls, pets and lils. The first L.O.L. Surprise! O.M.G.™ series includes: Swag, the big sister of M.C. Swag; Royal Bee, the big sister of Queen Bee; Lady Diva, the big sister to Diva; and Neon-licious, the big sister to Neon Q.T. With fashion at the forefront of the O.M.G. dolls’ personas, each doll has been designed from head to toe to reveal a unique, full fashion look! The doll is made with silky hair, which looks beautiful after hours of styling, brushing and washing it. The L.O.L. Surprise! O.M.G.™ sisters are also articulated in their neck, shoulders, wrists, elbows and more, which allows them to be fashionably posed for their next runway walk or photo session!

“L.O.L. Surprise! O.M.G. dolls represent what has been lacking in the market today – real fashion dolls that are on-trend and relatable to kids,” said Isaac Larian CEO and Founder of MGA Entertainment. “MGAE continually delivers innovative and creative consumer products that leave the L.O.L. Surprise! fan base wanting more – as indicated by the 3.6+ million fans who have tuned into [CookieSwirlC](#) unbox video – I’ve never seen anything like it! There’s no other doll in the market that compares to the L.O.L. Surprise! O.M.G. dolls.”

-more-

The new dolls bring their fierce fashions to fans in a new signature unboxing experience. No L.O.L. Surprise!™ experience would be complete without the layers of unboxing! The packaging now features a box that transforms into a reusable dressing room playset. Slide the package apart to reveal the doll's silhouette, biography and, of course, the first set of surprises! The curated fashions are wrapped in new, reusable packaging, that are creatively designed as garment bags, hat boxes, shoe boxes and more! The outfits include details like real studs and layered fabrics, rather than being painted on as seen with other fashion dolls today. After further unboxing, fans will reveal the 'dressing room' where the doll is housed in her undergarments as she is waiting to be dressed in her fiercest fashion pieces, by fans of all ages.

Collect all four Series 1 L.O.L. Surprise! O.M.G.™ Fashion Dolls; each sold separately. Fans can find the newest dolls at retail around the country and online for an MSRP of \$26.99.

ABOUT MGA ENTERTAINMENT

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