



**MGA ENTERTAINMENT IS BRINGING MORE POP TO TOY AISLES WITH THE LAUNCH OF POP POP HAIR SURPRISE™!
Colorful Hair Craze to Take Over Toy Aisles this Fall**



Chatsworth, Calif., July 31, 2019 – [MGA Entertainment, Inc.](https://www.mgae.com) (MGAE) the fastest growing and privately held toy company, is bringing hair everywhere with the launch of the newest, soon-to-be-craze, [Pop Pop Hair Surprise™](https://www.mgae.com)! The original collectible, mini doll line, Pop Pop Hair Surprise™ is poised to shock the toy business. Fans can collect 25+ Pop Pets in four fabulous themes: Girly Q's, Disco 'Dos, Pretty in Punks and Bed Heads. Look for ultra-rare twins, Hair Kate & Brushly, and the ultra-rare Pop Roller, Cali Clipper! Get a POP of fabulous hair and a POP of surprise with Pop Pop Hair Surprise.

Pop Pop Hair Surprise™ is the 3-in-1 surprise ready to POP with brushable and fun-to-style hair! There's Hair Hair Everywhere™ and 3 characters in 1 – a Pop Brush, a Pop Roller and a Pop Hair that doubles as a spray bottle. Unbox Pop Pop Hair Surprise in a totally unique way by using the spray bottle to spray the Pop Pod until... it POPs to reveal the Pop Roller! Unwrap and pop open the roller to reveal a Pop Hair Pet, an adorable collectible character with extra-long brushable, washable, wearable hair in so many stunning colors and types, like curly, two-tone and ombre. "I have never had so much fun in toy business – I finally got my afro back," said Isaac Larian, CEO and Founder of MGA Entertainment. "The great MGAE creative team has done it again. This is what the toy business needs."

Will you get Prissy Missy, the cute kitty with pink hair or Doggie Bowie, the rockin' pup with rainbow hair? Brush and style the Pop Hair Pet's hair with two included hair clips and four mini bands to create endless looks. You can even use the included elastic band to add Pop Hair Pets into your own hair! There are so many ways to play, including using your Pop Hair Pets as a pencil topper!

For more pop-tastic fun and to see all the incredible and exciting products set to POP, visit the Pop Pop Hair Surprise™ [website](https://www.mgae.com) or on Instagram at [@officialpoppophairsurprise](https://www.instagram.com/officialpoppophairsurprise).

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.

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