



MGA ENTERTAINMENT UNWRAPS FOUR TOY OF THE YEAR NOMINATIONS AS CHOSEN BY CONSUMERS, RETAILERS AND INDUSTRY LEADERS

L.O.L. Surprise! Continues to Surprise and Delight Fans with True Innovation and Originality



CHATSWORTH, CA (November 12, 2019) – MGA Entertainment (MGAE), a global toy and entertainment company, earns four nominations for the 2020 Toy of the Year (TOTY) Awards, presented by The Toy Association, which are known as “The Oscars™” of the Toy Industry. Since 2001, MGAE has taken home the coveted, and final award of the night – “Toy of the Year” (called the “People’s Choice Award” until 2010) – a record-setting four times! Celebrated for its outrageous surprises and cute but fierce style, L.O.L. Surprise! was awarded Toy of the Year at last year’s 2019 TOTY Awards, and the brand also took home awards in three other categories: Doll of the Year, License of the Year and Playset of the Year.

This year, MGAE is honored to have received the following four nominations for the 2020 TOTY Awards:

- Collectible of the Year – L.O.L. Surprise! Winter Disco Series
- Doll of the Year – L.O.L. Surprise! OMG dolls
- Playset of the Year – L.O.L. Surprise! Winter Disco Chalet
- Vehicle of the Year – L.O.L. Surprise! 2-in-1 Glamper

“This time of year is always an exciting time – it’s the culmination of a year of hard work, creativity and innovation and we appreciate the Toy Industry Association’s four nominations,” said Isaac Larian, CEO of MGA Entertainment. “In just a few short weeks our consumers will vote with their wallets and we are excited to see and hear about the excitement from our L.O.L. Surprise! fans – we’re working hard to keep products on retail shelves around the world. I look forward to recognizing Thomas J. Murdough Jr. at this year’s TOTY award ceremony.”

The winners of the 2020 TOTY Awards will be unveiled by The Toy Association on February 21. The celebration kicks off the 117th North American International Toy Fair taking place in New York City, February 22-25.

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.