



**MGA ENTERTAINMENT SHOWCASES NEWEST FALL PRODUCTS
AT 11TH ANNUAL SUITE SWEET @ HOME EVENT**

CHATSWORTH, CALIF. (July 22, 2020) – [MGA Entertainment, Inc. \(MGAE\)](#), the largest and fastest growing privately held toy company, is set to debut the company’s newest brands at the 11th annual Sweet Suite @ Home showcase on Wednesday, July 22, 2020. Prepare to experience some of the most exciting toys of the season that will leave you wanting more!

“Oh! So many new, original innovations from team MGAE,” said Isaac Larian, CEO and Founder of MGA Entertainment. “It’s been an incredibly challenging year for kids, and the MGAE Team is focused on delivering products now through the holidays that bring smiles and laughter to kids around the world.”

From fashion dolls to kids’ smart tech, MGAE will showcase the following five, NEW brands at Suite Sweet @ Home 2020:

1. **Rainbow High™ Fashion Dolls** – Legend says that at the end of the rainbow, there’s a pot of gold. But the truth is, it’s something even more amazing. Only a chosen few with an eye for bold fashions can follow the rainbow to Rainbow High™, the colorful fashion school where students of all talents and backgrounds learn to flaunt their true colors. In this assortment, there are six Rainbow High dolls, each with her own bold personality, two outfits and shoes, beautiful color hair that can be brushed and styled. Each doll can strike a pose for photos with their posable arms and legs. Collect the rainbow™! Catch the bold fashions and even bolder drama of the characters’ first year at Rainbow High on their new animated series, premiering this fall. (MSRP \$26.99 each) @officialrainbowhigh



2. **Secret Crush™** – the NEWEST unboxing experience is here with Secret Crush™! CRUSH to reveal a beautiful, sweet-themed doll with secrets hidden inside. Fans will grab the candy-themed hammer and use it to “crush” the heart package to reveal the large doll, fully articulated with removeable outfit and doll stand inside. Open her hidden compartments to find so many surprises. Unwrap each secret, candy-like mini package to find pieces to create a mini doll, fully poseable and ready for you to dress her up. The mini doll’s hair opens, so you can customize her look with surprise beads that can also be made into a DIY bracelet using the included lanyard. Two styles – Pippa Posie and Sundae Swirl – to collect! Each big heart package comes with 2 dolls in 1, a large doll and mini doll best friend! More mini dolls sold separately, 10 to collect! Each includes the ultimate collectors guide with mini trading cards and fun puzzle. (MSRP: \$39.99 Large doll; \$9.99 Small doll) @officialsecretcrush



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3. **Tobi™ Robot Smartwatch** -- Tobi™ Robot Smartwatch is the only robot smartwatch that Comes to Life Before Your Eyes™ with an interactive and playful personality, moving arms & legs, and 100+ expressions. Kids love taking video, photos, and selfies using the two cameras and then adding silly stickers to their photos. Tobi™ Robot Smartwatch can store up to 3,000 photos or 30 minutes of video, and features action-packed games & activities, a built-in pedometer, a rechargeable battery, and 50+ watch faces. Playing games on Tobi™ Robot Smartwatch unlocks interactive rewards for more fun! (MSRP: \$54.99) @officiallittletikes



4. **Na! Na! Na! Surprise™ 3-in-1 Backpack Bedroom Playset** -- Na! Na! Na! Surprise™, the hottest new fashion doll introduced this spring, now also brings fans the hottest holiday toy that will be on every kid's list: the Na! Na! Na! Surprise™ 3-in-1 Backpack Bedroom Playset. This adorable stylish backpack is a fun fashion accessory all on its own! Unzip to reveal the secret bedroom playset and fashion closet hidden inside! So many details and small play pieces including a real floor-length mirror, fold-out bed with pillows and blanket, and closet with working drawers and hangers. The playset accessories even match the animal-themed details of each character. 2 styles available in pink and black, each with a limited-edition Na! Na! Na! Surprise™ soft fashion doll, featuring Series 1 fan favorite characters in fresh outfits, Aubrey Heart (pink bunny) and Tuesday Meow (black kitty)! When finished playing, pack everything up and take the backpack on-the-go for play any time. (MSRP: \$39.99) @nanasurprise



5. **Sing-Along Lilly and Sing-Along Ami by Little Tikes** -- Lilly Tikes™ loves to play all day with her best friend, Ami, whether they're singing, baking or taking care of Lilly's adorable puppy, Mitts! Lilly and Ami sing their own special version of 'Ring Around the Rosie' when their hands are held and speak 10 friendship phrases. The two dolls have brush-able hair, changeable clothes, and come with their own teddy bear or bunny doll and accessories to host a tea party! (MSRP: \$24.99 each) @officiallittletikes



Added Larian: "We also have more exciting products coming for L.O.L Surprise!™, Little Tikes™, Poopsie™ and Bratz™ as we move further into fall and closer to the holiday season. There's more new, innovative products coming from MGAE in fall 2020 than ever before!"

More information about upcoming products can be found on www.mgae.com or on the brands' social media channels, as well as MGAE's Twitter handle!

About MGA Entertainment

MGA Entertainment, 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®, Num Noms™, Poopsie Slime Surprise™, Bratz®, Rainbows in Pieces™, Na! Na! Na! Surprise™, Baby Born Surprise™ and Zapf Creation®. Visit us at www.mgae.com.