Recall -- Firm Press Release

For Immediate Release: June 6, 2011 Media Inquiries: shale@mgae.com

Consumer Inquiries: MGA ENTERTAINMENT 800 222 4685

MGA RECALLS ITEM # 504788 BRATZ MAKEUP DESIGN SKETCH BOOK BECAUSE OF POSSIBLE HEALTH RISK

MGA Entertainment of Van Nuys, CA is recalling 6,200 units of the Bratz Makeup Design Sketch Book. This product has the potential to be contaminated with Staphylococcus warneri and Staphylococcus intermedius. MGA is recalling products produced between November 5, 2010 and February 25, 2011. MGA has ceased production and distribution of this product.

S. warneri rarely causes disease in humans. Wounds in the eye increase risk of infection and may result in symptoms such as pain and decreased visual acuity. S. intermedius is a very rare cause of infection in humans and risks are typically associated with veterinary exposures. For certain individuals, such as those with compromised immune systems, introduction into the eye by either microorganism may result in infection, which, if left untreated, may lead to sight-threatening complications.

To date there have been no reports of illness or injury associated with this product.

The Makeup Design Sketch book was distributed nationwide and sold through retail stores and e-commerce web sites.

Product can be identified by the batch code and/or item number printed on the back cover of the sketch book. The UPC for product number 504788 is: 0-35051-50478-8



Through finished product testing, elevated levels of bacteria was found in the eye shadow portion of this product.

Consumers should discontinue use of this product. For information on how to obtain a refund for your purchase, phone MGA Customer Service at 1 800 222-4685 Monday-Saturday, 8 AM-6 PM CST.