

818_0615_CAB_EDIT_001

A dotted, pastel background covered with speech bubbles and cartoon images of eyes and lips slowly scrolls upwards. The speech bubbles read: "make ur words work!"; "kiss! muah! smack!"; "bat ur pretty eyes"; "life is crazy good"; "WE R BRATZ"; "HELLO"; "When in doubt get up & dance"; "JUST BE HAPPY"; "YES"; "NO"; "OMG LOL"; "XOXO." A triangle with a purple background filled with pink cartoon lips and the CREATE A BRATZ logo rolls onto the screen from left to right. A small speech bubble with the blue words "LET'S GET STARTED" rolls onto the screen in the bottom right.

Jagged blue lines bordering a dotted background scroll quickly up the screen, revealing a set of five Bratz dolls all dressed in the same pink dress and large, pink boots. The Bratz dolls flash from left to right as each one's clothing changes to a unique look.

ANNOUNCER: With Create a Bratz, you can customize your very own Bratz doll for the first time ever.

A screen scrolls up revealing a Bratz doll positioned on the left side of the screen next to a row of Bratz doll heads with varying hair colors marked with a "1." and a row of differently colored sets of eyes marked with a "2." A cursor in the shape of a white hand floats onto the screen from the left. As it touches different selections of hair and eyes, a blue, squiggly line highlights the selections, and the Bratz doll's hair and eye color change to match. Then the cursor clicks the yellow arrow at the bottom of the screen next to the words "GOSHOPPING."

ON SCREEN TEXT: Pick your Bratz hair & eye color

ANNOUNCER: Choose her eye color, hair color, and two outfits. It's totally up to you.

A large, yellow grid displays various Bratz dresses under the yellow tab header, "DRESSES," next to a row of multicolored tabs that read, "TOPS," "JACKETS," "BOTTOMS," "SHOES." A Bratz doll stands to the right of the grid under the words, "TRY ON CLOTHES! FILL YOUR CLOSET!" between two purple arrows, one pointing to a column of cutout clothing, each piece corresponding to the colors of the headers on the left, and the other to the grid. The cursor floats onto the screen from the top and selects the green tab "TOPS." The grid changes to green and displays various Bratz tops. Then the cursor selects the blue tab "BOTTOMS" and the purple tab "SHOES." Each piece of clothing the cursor selects appears on the Bratz doll and in the corresponding slot of the cutouts. Then the cursor selects the word "DONE!" underneath the doll.

ON SCREEN TEXT: EDIT HAIR & EYE COLOR

ANNOUNCER: Style your ultimate Bratz doll with your favorite top, bottom, shoes, jacket, and a dress.

Various Bratz dolls slide across the screen from right to left as a large backdrop of Bratz dolls stretching across the screen scrolls upward slowly.

ANNOUNCER: There are over 3 million ways to design your Bratz.

On the far right side of the screen underneath the words "YOUR BRATZ," a tall, pink rectangle frames a Bratz doll. Columns of multicolored rectangles framing various pieces of Bratz doll clothing fill the remainder of the screen. As the columns slide up and down, the set of clothing on the Bratz doll changes.

ANNOUNCER: Mix and match your favorite look, and don't be afraid to get creative. It's good to be yourself.

On the left side of the screen, against a pink dotted background, a dashed line encloses the contents of a CREATE A BRATZ set displayed on a white background like a cutout. The CREATE A BRATZ logo appears in large, blue letters on the right.

ANNOUNCER: It's good to be a Bratz.

On a white background, an elongated red oval encloses the large, white words "ONLY AT" beside a white Target Bullseye logo. Black text appears underneath.

ON SCREEN TEXT: WWW.TARGET.COM/CREATEABRATZ

ANNOUNCER: Only at Target.com.