



## **MEGA BRANDS SEEKS INJUNCTION AGAINST PROTEGEZ-VOUS' FOR MISLEADING TEST RESULTS**

*Consumer Publication Erred and Used a Paint Test on an Unpainted Product;  
MEGA Brands' Safety Affirmed by Canadian Toy Association and Bureau Veritas,*

MONTREAL, October 16, 2007 – MEGA Brands Inc., a family-founded toy manufacturer with a commitment to safety, announced today that it is seeking an injunction in the Superior Court of Québec against *Protégez-Vous*, a consumer advice publication, that used the wrong test for lead content on a Mega Bloks® preschool toy made in Canada and subsequently published the erroneous results.

The mistake was made when *Protégez-Vous* used a so-called “total lead” test applicable only to coated products on a molded MEGA Brands product that contained no paint or other coating. *Protégéz-Vous* did not use the global standard lead test for unpainted plastic products, commonly referred to as the “lead migration” test. *Protégez-Vous* also made no attempt to contact MEGA Brands before publishing these false and erroneous findings.

“While we respect and support *Protégez-Vous*' commitment to informing consumers about product safety, in this case, they made a very grave error,” said Marc Bertrand, President and CEO of MEGA Brands. “Simply put, *Protégez-Vous* used a paint test on an unpainted plastic product and reached a misleading conclusion. We promptly notified *Protégez-Vous* of their mistake and more importantly confirmed through independent safety testing and government safety agencies that the results published by *Protégez-Vous* are inaccurate.”

Upon learning of the *Protégez-Vous* report, MEGA Brands immediately contacted the Canadian Toy Association, Canada's principal trade association for toy manufacturers and distributors, as well as Bureau Veritas, a leading international independent safety testing lab. The results:

- The Canadian Toy Association has confirmed that the publication used the wrong test for lead content on the Mega Bloks product and that their results do not properly measure the product's safety.
- Bureau Veritas have also confirmed that these Canadian-made products have consistently met the highest international safety standards in their regular testing.

Each time professional, scientifically recognized standards have been applied to Mega Bloks products, they have consistently passed. In fact, in all of these independent tests, Montreal-produced Mega Bloks have registered migrated lead results well below the international recognized safety standard of 90PPM. *Protégez-Vous* tests returned misleading results because:

- Firstly, *Protégéz-Vous* used a total lead test standard that is applicable to coated products on a plastic product that contained no paint or other coating. The application of the incorrect testing standard is what resulted in their misleading conclusion.

- Secondly, *Protégez-Vous* did not use the recognized testing standard for uncoated plastic products, commonly referred to as “lead migration” testing.

*Protégez-Vous* has already mailed the publication with the misleading findings to their subscribers. MEGA Brands is seeking to prevent *Protégez-Vous* from knowingly selling and further distributing a publication that contains misleading conclusions about product safety to the public, in advance of the scheduled distribution of the magazine to newsstands on October 19.

Marc Bertrand also stressed that, even though MEGA Brands has not been involved in any of the recent lead paint-related toy safety issues, the company has taken proactive steps to ensure their products remain safe, including:

- A zero-tolerance policy on safety with all of its suppliers and sub-contractors;
- Increased independent safety testing of all MEGA Brands products;
- An enhanced lead paint traceability policy;
- On the spot, unannounced and frequent inspections of product by MEGA field personnel at subcontract manufacturing plants.

For more information on these and other safety measures taken by MEGA, please contact Harold Chizick at (514) 333-5555, ext. 2338 or [hchizick@megabrands.com](mailto:hchizick@megabrands.com).

### **About MEGA Brands**

MEGA Brands is a trusted family of leading global brands in construction toys, games & puzzles, arts & crafts and stationery. We offer engaging creative experiences for children and families through innovative, well-designed, affordable and high-quality products that deliver on our Creativity to the Rescue promise. For more information, please visit <http://www.megabrands.com>.

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