



TO: News editors, assignment editors, reporters and columnists: business, finance and investment news

FROM: MEGA Brands Inc.

DATE: April 30, 2007

TSX SYMBOL: MB

RE: News release – For immediate distribution

**MEGA BRANDS ANNOUNCES RELEASE DATE FOR ITS
FIRST QUARTER 2007 RESULTS AND RELATED CONFERENCE CALL**

MONTREAL, April 30, 2007 - MEGA Brands Inc. (TSX: MB) will report its financial results for the first quarter ended March 31, 2007 before markets open on May 15, 2007.

An analyst conference call will be held at 9:00 a.m. on May 15th to discuss the results. Participants may listen to the call by dialing **1 (800) 731-5774**.

For those unable to participate, a replay will be available until May 22, 2007. The replay phone number is **1 (416) 640-1917**, access code **21228884#**.

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>.

The MEGA logo, Creativity to the Rescue, Mega Bloks, Rose Art, Magnetix and Board Dudes are trademarks of MEGA Brands Inc. or its affiliates.

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