



**MEDIA ADVISORY - MEGA Brands to Unveil New Safety Standard and Line of Magnetic Construction Toys Designed in Partnership with Intertek**

Montreal, February 12, 2008 – MEGA Brands will hold a press conference at New York Toy Fair to announce that it has teamed up with Intertek, one of the world’s leading testing authorities, to develop a first of its kind ingestion gauge and to unveil its new line of magnetic construction toys.

The announcements are being made jointly since the partnership between MEGA Brands and Intertek on the new ingestion gauge led to the development of MEGA Brands’ latest magnetic construction system, MagNext™. This new safety gauge will exceed all current and proposed ingestion standards.

WHO: Gene Rider, Vice-President of Intertek  
Harold Chizick, Director of Corporate Communications of MEGA Brands.

WHEN: Sunday, February 17, 2008  
11:30 AM EST

WHERE: JACOB K. JAVITS CONVENTION CENTER  
655 West 34<sup>th</sup> Street, New York, NY  
Room 1E17 (Level 1)

WHAT: Press Conference and Q&A. Gene Rider and Harold Chizick will both be available for interviews and photo ops after the press conference.

**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, MagNext and Board Dudes are trademarks of MEGA Brands Inc. or its affiliates.

**About Intertek**

Intertek is a leading international provider of quality and safety services to a wide range of global and local industries. Partnership with Intertek brings increased value to

customers' products and processes, ultimately supporting their success in the global market place. Intertek has the experience, expertise, resources and global reach to support its customers through its extensive network of laboratories and offices and over 20,000 people in more than 100 countries around the world. For further information, visit [www.intertek.com](http://www.intertek.com).

For further information: Harold Chizick  
Director, Corporate Communications  
MEGA Brands  
(514) 333-5555, ext. 2338  
[hchizick@megabrands.com](mailto:hchizick@megabrands.com)