



MEDIA ADVISORY – MEGA Brands Annual Meeting

MONTREAL, June 19, 2008 - MEGA Brands is holding its Annual and Special Meeting of Shareholders at 10:30 a.m. on Friday, June 27, 2008 at the OMNI Hotel, 1050 Sherbrooke Street West, Montreal.

PHOTO OPPORTUNITY: 9:45 a.m. to 10:30 a.m.

Marc Bertrand, President and CEO, Vic Bertrand, Chief Innovation Officer, and Alain Tanguay, EVP and Chief Financial Officer, will be available prior to the meeting.

Photographers will not be able to take pictures during the meeting.

ANNUAL MEETING: 10:30 – 11:30 a.m.

Presentations by Marc Bertrand, Vic Bertrand and Alain Tanguay. Reporters are invited to attend.

PRESS CONFERENCE – approx. 11:45 a.m.

Reporters are invited to a press conference to be held after the meeting in the same venue.

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