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**More than just blocks for 2003 in the awesome new line  
of MEGA BLOKS® Micro Collection toys!**

MONTREAL, QUEBEC. February 12, 2003 – Mega Bloks, one of the world's leading and most innovative toy manufacturers, is excited to launch its awesome new line Micro MEGA BLOKS® toys that will capture the minds and imaginations of kids everywhere.

The new, innovative and interactive product line for 2003 includes several must-have highly detailed new brands such as the mysterious world of Dragons, Alien Agency™, Gyro Racers™, Transforming Blok Bots™, Mission X™ and other fully articulated action figures. These innovative and interactive toys are sure to be must-have items for kids aged 5 and up.

Micro MEGA BLOKS has a broad appeal based on its popular themes, innovative design, intricate detail, and collectibility. Unique characteristics such as fully articulated figures, motorized parts, light, sound, electronics and original packaging concepts that transform into play surfaces are also featured.

**MEGA BLOKS DRAGONS**

The Legend Continues...

The world of the highly successful MEGA BLOKS Dragons expands in 2003 with all new armies, new dragons, and a new storyline.

The new masters of the land are the Draigar –heroic warriors who guard their secrets behind the walls of Draigar Castle. They are attacked by the fearsome Norvagen™ – barbarians that strike out over the water in their massive sailing ship known as Man O' War. The Sea Dragon follows along. Both armies must keep on guard against the evil Vorgan™ – creatures that are neither human nor animal. The Vorgan Stronghold is where they bring their captives. All three forces meet to battle for the mysterious Crystals of Power.

Get ready to conquer the world of Dragons!

Target age: 7 years and up

**POWER RANGERS NINJA STORM™**

Maintaining its position as an established favorite among boys, Power Rangers™ toys continue to top the charts since 1993. This season's television series titled Power Rangers Ninja Storm follows three misfit students who are the only survivors after evil space aliens attack their ninja academy. Their ninja master endows them with the power of the legendary Super Megazords, and Power Rangers Ninja Storm is born, ready to save the world one more time.

For the first time ever, Mega Bloks is introducing a full line of Power Rangers Construction Sets for boys 5 and up. The line is comprised of build-it-yourself Micro-scaled figures, vehicles, and playsets that allow boys to play out all the fun, action-packed scenes from the television show.

The Power Rangers Ninja Storm Television series is currently airing on both the ABC Television Network's "ABC Kids" and during ABC Family's kid's action/adventure block. The series debuted Saturday, February 15th on "ABC Kids".

Target age: 5 years and up

### **MEGA BLOKS ALIEN AGENCY - THE ARRIVAL™**

**Aliens are among us!**

At the edge of town, in the middle of the industrial park, the old steel factory looks totally normal. Inside, however, the D.N.A. Lab™ is a hi-tech lab and home to the Alien Agency scientists whose directives are alien investigation and experimentation. In the desert, the old airplane Hangar 18™ attracts little attention. The guards only hint at what's hidden inside – a real UFO! The Mobile Recovery Unit™ - disguised as an urban sanitation truck, opens up to reveal a fully functional road unit for the Alien Agency. Things aren't always what they seem! Flip Burger Barn™ and Freaky Fill-Up™ around to see cool mini-labs.

MEGA BLOKS Alien Agency is an innovative new product line that combines traditional construction play with fun and creative activities. Kids create their own Aliens using special Bioplasm™, alien skeletons and creator molds, and they can perform "experiments" on their aliens with food coloring and other child-safe ingredients. Each set also includes a full-color comic book that tells the Alien Agency story.

Target age: 6 years and up

### **MEGA BLOKS TRANSFORMING BLOK BOTS**

For 2003 the world of MEGA BLOKS Transforming Blok Bots has evolved! The line will include 12" fully articulated action figures that transform into large-scale weapons. Two factions have risen up – both trying to gain complete domination over the other.

Cyborgs! Their human origins are barely visible, yet the remnants of humanity exist in their computer-controlled minds and visible arterial systems. They feature big mechanical weapons: a net launcher and grappling hook designed for battle against their ultimate foe.

Mutroids™! A computer crash has caused mutations - skeletal systems and armor plating are deformed. Electronic neuro-pathways are replaced with ooze-squirting body parts. Includes super-rugged construction and highly detailed parts and accessories. Also available are the Cyborg and Mutroid Beasts – rugged creatures that join in the battle for ultimate victory.

A comic book is also included in each set!

Target age: 7 years and up

**MEGA BLOKS GYRO RACERS** Gyro Racers are fully articulated, easy-build action figures with cool Gyro action feature. Ripcord activated racing vehicles launch from the Gyro Racers arms and the plastic case becomes a stunt ramp. Collect all the Gyro Racers sets for a 3-way jump n' smash competition.

Target age: 7 years and up

### **MEGA BLOKS MISSION X**

Mission X challenges and rewards those who are able to save the mission ..... and Secure the Future™ !

No Mission is too difficult! No man gets left behind! Only Mega Bots Mission X provides kids with an opportunity to build the ultimate in land, sea, and air special operation vehicles in order to accomplish the secret mission. Each Mission X playset interconnects with the others to expand the play-environment and maximize collectibility. These new military-themes playsets feature: Hum (Lap-Top Recovery): Hum vehicle with spring loaded working weapon and real working pulley-rope hatch, articulated figurines, playset, target, and Lap-Top recovery item. RIB (Radar Retrieval): Rigid Inflatable Boat that really floats with spring loaded mortar weapons, articulated figures, playset, target, and satellite recovery item. Chopper (Satellite Rescue): Large working Helicopter with mechanical pulley rope hatch, wind-up rotor blades, clear standee, articulated figures.

Mission X playsets complete with detailed vehicles, spring loaded rotational launching weapons, booby traps, aim-visor lenses and targets are the ultimate realistic product that challenges and rewards those who are able to save the heroic mission.

Target age: 5 years and up

### **MEGA BLOKS PROBUILDER® FORD GT**

The authentic detail of building of MEGA BLOKS PROBUILDER has elevated to a new Super High Definition level!

The new PROBUILDER “Showcase Series” has been conceived with legendary automobiles in mind. In celebration of Ford’s 100<sup>th</sup> Anniversary and the Ford GT’s heroic winning of Le Mans, our 2003 line includes the Ford GT. Building enthusiasts both young and old alike will be able to build and showcase this special collector’s vehicle.

The “Showcase Series” special features include an addition of a highly detailed sculpted shell piece that is placed over the 650 piece build-up chassis. Authentic Ford GT replications include HID headlamps, tinted glass, detailed interior, long front overhang, authentic paint trim, and a collector’s signpost with a “Ford GT” chrome engraving on it.

This will coincide with Ford’s massive promotional efforts celebrating their anniversary and the reintroduction of this hallmark of driving performance.

Target age: 7 years and up

### **About Mega Bloks Inc.**

Mega Bloks Inc. creates fun, educational and high quality construction toys that inspire kids and parents to play and learn together. The MEGA BLOKS® system features basic and themed construction toys for boys and girls of all ages. Headquartered in Montreal, Mega Bloks is a global organization employing approximately 1000 people with sales in over 100 countries.

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