



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

FROM: Mega Bloks Inc.

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RE: News release – For immediate distribution

MEGA BLOKS INC. ANNOUNCES CHANGES TO BOARD OF DIRECTORS

MONTREAL, February 26, 2004 — Mega Bloks Inc. (TSX: MB) is pleased to announce the appointment of Paula Howell to its Board of Directors effective today. Paula Howell is an accomplished figure in the Canadian advertising industry. Since 2001, she has served as Managing Director of Toronto-based TBWA Canada, which is part of the globe spanning Omnicom group of marketing and corporate communications agencies. “Paula’s proven track record in the ad business, where she has absorbed the best practices of many leading companies, will be a tremendous asset to Mega Bloks. She is a most welcome addition to the Board and indicative of our commitment to bolster our marketing expertise”, commented Marc Bertrand, Company President and CEO.

She joins the Board of Directors at the same time that Howard Lipson, a partner of The Blackstone Group, who has served as a director since 1996, departs. “Over the past eight years, we have received invaluable guidance and strategic input from Howard, particularly with respect to our transition from a mid-sized, family-owned business to a multinational public company”, noted Bertrand. Also stepping down from the Board at this time is Anjan Mukherjee, a Blackstone executive who played a key role in the Company’s initial public offering. The third Blackstone executive on the Mega Bloks Board, David Foley, will remain as an independent director. “Mega Bloks is grateful that David will be able to continue serving as a director even though Blackstone is no longer a shareholder in the Company. David’s involvement in Mega Bloks stretches back to Blackstone’s first investment in 1996 and he has acquired a very solid sense of our industry and business in that period”, Bertrand added.

About Mega Bloks Inc.

Mega Bloks Inc. creates high quality, fun and educational 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 Inc. is a global organization employing approximately 1000 people with sales in over 100 countries.

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