



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

FROM: Mega Bloks Inc.

DATE: April 29, 2004

TSX SYMBOL: MB

RE: News release – For immediate distribution

MEGA BLOKS COMMENTS ON SUPREME COURT LEAVE DECISION

MONTREAL, April 29, 2004 — Mega Bloks Inc. (“Mega Bloks”) (TSX: MB) has learned that the Supreme Court of Canada granted Kirkbi AG and Lego Canada Inc. (“Lego”) leave to present an appeal to the Court from a July 14, 2003 decision of the Federal Court of Appeal. No hearing date for the appeal has been set at this time. Lego’s action, which was dismissed by the Federal Court Trial Division and Federal Court of Appeal, claims that Lego has the exclusive right to the “look” of the knobs of stackable, interlocking toy blocks marketed by both Lego and Mega Bloks.

“We remain very confident in the correctness of our legal position, which was twice confirmed by the Federal Court”, said Marc Bertrand, President and CEO of Mega Bloks. “Today’s decision simply enables Lego to present its case for the third time. In the meantime, we have absolutely no legal constraints on marketing our full range of products in Canada, where we will continue to offer consumers our great, innovative toys”, added Bertrand, in further comment.

About Mega Bloks

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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