

FOR IMMEDIATE RELEASE
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MEGA BLOKS AND MARVEL ENTER INTO MULTI-YEAR LICENSING AGREEMENT TO DEVELOP EXTENSIVE PRODUCT LINE FEATURING MARVEL'S SUPER HEROES

Mega Bloks Obtains Worldwide Rights To Highly Coveted Marvel Universe

NEW YORK –Construction toy manufacturer Mega Bloks Inc., which leads its category in innovation and product diversity, announced today that it has entered into a licensing deal with global character-based entertainment licensing leader Marvel Enterprises to create a comprehensive line of toy products featuring Marvel's ever-popular super hero franchises. The deal was announced by Vic Bertrand, Executive Vice President and COO , Mega Bloks and Tim Rothwell, Marvel President Worldwide Consumer Products Group.

Pursuant to the multi-year agreement, Mega Bloks has obtained the rights to develop an assortment of playsets, vehicles and other building-themed products featuring several premiere Marvel classic and movie based properties including Spider-Man, X-Men, Fantastic Four, Hulk, Captain America, Daredevil, Silver-Surfer, Punisher, Blade and Namor. The initial licensed product offerings are expected to be available at retail in time for the 2004 holiday season.

"Mega Bloks is focused on providing children the opportunity to use their imaginations and build worlds. Marvel's well-known character brands with retail sales over \$2 billion enable us to offer children an enhanced experience in the construction category worldwide," says Mr. Andrew Witkin, Director of Marketing for Mega Bloks. "The nature of the Marvel Universe also allows us to leverage our brand and expand our entire collection from preschoolers, to older kids as well as adult toy enthusiasts."

Mr. Rothwell added, "Mega Bloks is one of the pre-eminent toy brands, known for high-quality products that encourage learning and creativity, in a very contemporary and original fashion. Mega Bloks is an ideal partner for us in that we are now aligned with a category leader and innovator that has the ability to bring our characters to life in a new way."

Mega Bloks 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 is a global organization employing approximately 1000 people with sales in over 100 countries.

Marvel Enterprises, Inc. is a leading global character-based entertainment company that has developed and owns a library of more than 4,700 characters, which have entertained generations around the world for over 60 years. Marvel's operations are focused in entertainment and consumer product licensing and comic book publishing. Marvel Studios supports the development of feature films, DVD/video products and TV series. Marvel's creative team also supports the creation of video games and toy lines based on its characters as well as for a broad and growing range of consumer products and services including apparel, collectibles, foods and promotions. Marvel's comic book division is a leading publisher in the global marketplace while also serving as an invaluable source of intellectual property. Marvel's Toy Biz division is a recognized creative force and leader in toy design, sales and marketing, developing and overseeing both licensee and in-house toy lines. For additional information visit <http://www.marvel.com>.

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