



Press Release

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BUILDING HELPS TO DISPEL "MATH MYTH" THROUGH PLAY:

Mega Bloks® toys empower girls with themed playsets to encourage early math and science skills in female preschoolers

MONTREAL, CANADA-March 10, 2005– Move over boys...some girls in town are taking over the construction toy area in playrooms across North America, fueled by themed-building sets from Mega Bloks Inc. (TSX: MB) that incorporate girl-preferred role play elements into classic building blocks. The focus on providing building toys with strong "girl-appeal" is for good reason-- child development experts and parents alike now recognize that construction play helps both genders develop important math and science skills that are needed later in life, broadening future opportunities for girls in these male-dominated fields.

"Child development experts have long recognized the benefits that building and construction toys provide in early math and science skill development," says Andrew Witkin, director of marketing for Mega Bloks. "We determined that if we incorporated themes, colors and play patterns that appeal to young girls within our traditional building sets, more girls would be drawn to this important and beneficial play activity." With Mega Bloks' preschool sales experiencing double-digit growth and outperforming within the industry, largely due to the focus on developing product that has strong appeal to girls and their parents and gift-givers, this strategy appears to be fulfilling a key consumer need.

“Critical learning begins at play,” says Jane Healy, child development expert, well-known author of ***Your Child’s Growing Mind*** and a two-time U.S. Educator of the Year. Currently, Healy serves as an internationally recognized lecturer, consultant, and learning specialist at the Vail Mountain School.

“Children develop knowledge by manipulating objects with their hands—the tools of the mind. Confidence, creativity, attention and communication skills are all value-added outcomes of hands-on block play,” Healy continues. “Particularly important for girls to grasp at an early age are fundamental math and science skills. Little girls can actually learn basics of algebra and physics, for example, as they build—and have fun in the process. Sorting blocks of different sizes, understanding the basics of gravity and balance are skills a child can develop with blocks.”

Mega Bloks recognizes this very important trend and has met the demand for more girl-themed building playsets—combining traditional role-play aspects for girls into comprehensive building construction toy sets. Since the introduction of new girl-powered sets in 2004, for the first time in its 20-year history, sales of Mega Bloks preschool girls construction toys equal that of the boy-oriented construction sets. Mega Bloks girl-powered building playsets include:

Mega Bloks Maxi™ Bag: Big variety and bigger fun combine in this colorful assortment of blocks. Create your own visual effects with a spiral wheel block and other specially decorated blocks for an endless array of building possibilities as big as your imagination. Available in 24-, 80-, and 100-piece bags. **Ages 1 and up. SRP: US\$7.99-US\$17.99.**

Cinderella Pumpkin Carriage: Lets you build your own magical fairy tale! This highly decorated carriage has lots of building fun and a special dolly to take along on the ride to a far, far away land all in your imagination! Includes 18 pieces. **Ages 1 and up. SRP: US \$15.99.**

“All of the Mega Bloks sets help to build strong math and science skills in girls, as well as boys. While children are setting a scene with their favorite Mega Bloks playsets, they are inevitably building life-long education skills,” says Witkin.

Adds Healy, "Fundamentals of math and science are found in problem solving with blocks and facilitate a child's ability to handle challenges as they grow. These skills could prompt a generation of female math and science experts to come."

About Mega Bloks Inc:

Mega Bloks creates high quality, fun and award winning 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. For more company information, visit www.megabloks.com.

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