



Press Release

Media Contacts:

Andrew Witkin, Marketing Communications, Mega Bloks
514-333-5555 ext. 500
Email: awitkin@megabloks.com

Dimitra Georgakis, Marketing Communications, Mega Bloks
514-333-5555 ext. 294
Email: dgeorgakis@megabloks.com

MEGA BLOKS AND ORIGINAL APPALACHIAN ARTWORKS REACH A MULTI-YEAR LICENSING AGREEMENT TO DEVELOP INNOVATIVE CONSTRUCTION PRODUCT LINE FEATURING BELOVED *CABBAGE PATCH KIDS*®

Mega Bloks® Obtains Worldwide English-Speaking Rights To Highly Sought-After Franchise

MONTREAL, CANADA-May 3, 2005— Construction toy manufacturer Mega Bloks Inc. (TSX:MB), a leader in its category in innovation and product diversity, announced today that it has reached an agreement with Original Appalachian Artworks Inc., to create a comprehensive line of construction toy products featuring the legendary and ever-popular Cabbage Patch Kids® property. Mega Bloks Executive Vice President and COO Vic Bertrand announced the deal earlier today.

Pursuant to the multi-year agreement, Mega Bloks has obtained the rights to develop an assortment of building and construction play sets that incorporate the delightful Cabbage Patch Kids - a cultural phenomenon and one of the most popular children's products of all time. Mega Bloks and Cabbage Patch Kids will enchant a whole new generation of three- to five-year-old girls, with the introduction of building sets that integrate the traditional developmental benefits and build and create qualities inherent in Mega Bloks construction sets with classic doll and fantasy play.

"Mega Bloks provides children the opportunity to use their creativity and invent playful environments unique to each child's imagination. The well-known 'one of a

kind' popularity and nostalgic recognition of Cabbage Patch Kids, with retail sales of over \$4 billion in the 1980's, is a perfect fit for us and enables us to offer girls an enhanced experience in the construction category," says Andrew Witkin, director of marketing for Mega Bloks. "Cabbage Patch Kids further allows us to leverage the surging popularity of our preschool girls building segment and add to it with a collection that will appeal to a wider age group of girls as well as collectors."

"Mega Bloks is one of the pre-eminent building block toy brands, known for high quality products that encourage learning and imaginative play, in a very timeless yet stylized fashion," said Carlin West, Senior Vice President of Marketing and Licensing, 4Kids Entertainment. "Mega Bloks has the ability to bring a new building, creating, and educational play-pattern toy to the unique and nurturing quality of the Cabbage Patch Kids brand."

The initial line of licensed products is expected to be available at retail during the 2005 Fall season. 4Kids Entertainment, Inc. (NYSE: KDE) represents all merchandise licensing rights for the Cabbage Patch Kids, owned by Original Appalachian Artworks, Inc.

About Mega Bloks:

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. For more information visit www.megabloks.com.

About Original Appalachian Artworks:

Original Appalachian Artworks, Inc. (OAA) founded in 1978 by Cabbage Patch Kids creator, Xavier Roberts, is a privately held corporation located in Cleveland, Georgia. Headquarters to the world famous Cabbage Patch Kids brand and home to BabyLand General Hospital, one of Georgia's top tourist attractions, OAA also manages a wide range of other projects, while continuing to deliver hand-stitched one-of-a-kind, soft sculpture Cabbage Patch Kids. For more information visit www.cabbagepatchkids.com.

About 4Kids Entertainment, Inc.

Headquartered in New York City with international offices in London, 4Kids Entertainment, Inc. (NYSE: KDE) is a global provider of children's entertainment and merchandise licensing. 4Kids, through its wholly owned subsidiaries, provides domestic and international merchandise

licensing; television, film, music and home video production and distribution; media planning and buying; product development; and Web site development. For further information, please visit the Company's Web site at www.4KidsEntertainment.com.

*Images of product for press are available. Please contact Dimitra Georgakis at:
dgeorgakis@megabloks.com*

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