



TO: Video Reviewers, News directors, assignment editors, journalists and columnists: business, finance and investment news  
FROM: Mega Bloks Inc. and Bardel Entertainment Inc.  
DATE: • May 5<sup>th</sup>, 2005  
TSX SYMBOL: MB  
RE: News release – For immediate distribution

### **THE METAL AGES ARE UPON US...**

#### **MEGA BLOKS & BARDEL ENTERTAINMENT ROLL OUT DRAGONS DVD MOVIE SEQUEL— DRAGONS™ METAL AGES™**

MONTREAL, VANCOUVER (• May 5<sup>th</sup>, 2005) — Mega Bloks Inc. (TSX: MB) in partnership with Bardel Entertainment Inc. bring to a television screen near you the highly anticipated sequel to last year's blazing Dragons™ Fire & Ice™ epic movie adventure-- **Dragons™ Metal Ages™**. Drawing from the success of last year's movie, which was honoured with a 2005 DVDX award nomination as well as four 2005 Leo Award nominations including Best Feature Length Drama, this Canadian duo brings the magical Dragons world back to children's households.

"We are excited to be working once again with Bardel on this high quality film," said Vic Bertrand, executive vice president and C.O.O. for Mega Bloks. "It is thanks to our esteemed partner, who stayed true to the Mega Bloks standards, that we were able to bring the Dragons™ universe to life. This film promises to establish Mega Bloks Dragons™ as trend-setting entertainment for the medieval action adventure fans of today."

"As a testament to the long-term brand franchise Dragons has become, it is gratifying to have the same proven distribution partners: Lions Gate, Paramount, and Alliance Atlantis Motion Picture Distribution LP for the global home entertainment distribution of the second Dragons movie," says Andrew Witkin, marketing director for Mega Bloks. "We are also thrilled to have Canada's #1 kids network, YTV, become our Canadian Television premiere licensee."

"To bring the new visually stunning world of the Dragons™ Metal Ages™ sequel to life, Bardel has implemented new technologies into our production pipeline to lift the quality of animation," said Bardel CEO, Delna Bhesania.

The Dragons™ Metal Ages™ movie reintroduces our beloved heroes, Prince Dev and Princess Kyra, as they embark on a new adventure aided by a mysterious young Odaku rebel named Gorhagar. Together the three teens must fulfill a dangerous destiny that generations before them set in place, while the fates of the Human and Dragon Worlds hang in the balance.

"Dragons™ Metal Ages™ is a truly enjoyable film that is sure to entertain Dragons fans both old and new," said Anne Parducci, Lions Gate Family Entertainment Executive Vice President. "Just like Dragons™ Fire & Ice™, this film is designed to bring viewers into the Dragons' world and mesmerize them with exciting action and high-quality animation. With its unique, stylized animation, Dragons™ Metal Ages™ is certain to offer an enhanced viewing experience that the entire family will enjoy."

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Dragons™ Metal Ages™ is licensed by YTV Canada and will premiere in Canada in Fall 2005. The US broadcast partner is being finalized.

The toy line is sold in over 50 countries around the world including countries such as the United States, Mexico, UK, France, Italy, Spain and Australia. The Dragons movie is an integral component of Mega Bloks' strategy to extend the Dragons brand over time through new, innovative product, marketing, content and categories that broaden the property to a new engaging level of interaction for the consumer.

-30-

### **About Mega Bloks**

Mega Bloks creates high quality, fun, 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.

### **About Bardel**

Bardel Entertainment Inc. is a fully integrated entertainment company involved in the acquisition, development, production and distribution of quality animated programming and products for children and families. Bardel also establishes its properties by extending the brands with merchandising and licensing campaigns. Established in 1987, Bardel has built an impressive base of high-profile national and international clients such as DreamWorks SKG, Warner Bros., Columbia TriStar, Disney Interactive, Fox and Nelvana, Turner and Electronic Arts. Bardel specializes in theatrical animation services for the international film and video market and is one of the few animation companies in North America that is contracted for animation services on feature films produced by major American studios.

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Source: Mega Bloks Inc. and Bardel Entertainment

Websites: [www.megabloks.com](http://www.megabloks.com) [www.bardelentertainment.com](http://www.bardelentertainment.com)

- 30 -

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