



Press Release

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THE BEST SHIPS EVER BUILT

MEGA BLOKS REDEFINES THE CONSTRUCTION TOY CATEGORY WITH FALL LAUNCH OF UNIQUE PYRATES LINE

MONTREAL, CANADA-August 1st, 2005– Construction toy manufacturer Mega Bloks Inc. (TSX:MB) is elevating the construction toy category to the next level of realism and design with the launch of the highly anticipated Pyrates™ line. In response to a surging pirate trend in both the fashion and entertainment industry, Mega Bloks has adapted this theme to a new standard of construction toy sets for kids and collectors.

“The pirate theme is in line with trends and has mainstream appeal,” said Vic Bertrand, Executive VP of Mega Bloks. “ It also puts forth a fantasy building adventure where survival is crucial in a world of darkness and sea-faring corruption; all of which contribute to a favorable play pattern for boys and collectors ages six and up.”

The Mega Bloks Pyrates line is highly sophisticated in theme and design. A bone-chilling storyline is successfully weaved into product making the offering ever more engaging for its audience. Lawless pirates are cast to sea with the mission to claim the long lost treasure of the *Lord of the Pyrates*. With the *Sea Marauders™*, the *Privateers™* and the *Skeleton Crew™* all out to unearth this hidden treasure, the stage is set for endless adventures marked by treachery and bravery.

A comprehensive line of construction toy ships and figurines with greater aesthetic appeal than traditional products in this category carry forward the engaging Pyrates legend. Building sets offer elaborate design, unmatched detail and play features that take on the personality of the product. For instance, the hull of *Dread Eye's Phantom™* ship lights up when cannons are fired or prisoner crewmembers are 'fed' into its chamber. The end result is an unmatched build and play experience in the micro building scale.

"The Mega Bloks Pyrates line is absolutely unmatched for sparking the imagination with the true spirit of pirate legends," said Barry Clifford, one of the world's foremost underwater explorers and pirate shipwreck authorities having discovered the *Whydah (Black Sam Bellamy)* shipwreck. The detail is utterly fantastic and the quality is superb. Young and old pirate fans will be engaged for hours with what could be some of the best toy pirate ships ever built."

" The design team working on the Pyrates line was fully entrenched in a two year process where the end goal was to deliver a construction toy line like no other," said Dominique Roy, VP of Design and Development for Mega Bloks. "On the *Dread Eye's Phantom™* ship for example, by incorporating authentic materials such as cloth for the sails and synthesizing several layered textures, we were able to achieve the look of a dreaded sea-faring ship carved out of skeleton bone and whale cartilage. This type of desired detail is what kids want and what will make the Pyrates line one of the most coveted Mega Bloks brands to date."

Moreover, a mini animated adventure CD featuring actual Pyrates toys in action will be included in the *Skull Caves Assortment™* as part of the extended product offering. The toy animation will further introduce children to an exciting play pattern for the thrilling Pyrates adventure.

With the launch of the Pyrates line, Mega Bloks has positioned itself as a leader in innovation, as it has introduced edge and sophistication in design to a toy that traditionally has been executed for younger audiences. Mega Bloks has raised the bar for the entire category.

The Mega Bloks Pyrates product offerings are available at retail beginning of August 2005. For more information on the Pyrates product line please visit: www.megabloks.com/pyrates

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.

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