



TO: News editors, assignment editors, reporters and columnists: business, finance and investment news

FROM: MEGA Brands Inc.

DATE: June 15, 2006

TSX SYMBOL: MB

RE: News release – For immediate distribution
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**MEGA BLOKS SHAREHOLDERS APPROVE
NAME CHANGE TO MEGA BRANDS INC.**

MONTREAL (June 15, 2006) – The shareholders of Mega Bloks Inc. (TSX: MB) adopted a special resolution during the Annual and Special Meeting held today changing the company's name to MEGA Brands Inc.

Management presented a new vision and mission, and unveiled a branding strategy that focuses on the common denominator of the company's product portfolio – the ability to provide stimulating creative experiences for children and families through innovative, well-designed, affordable and high-quality products.

MEGA Brands will target the large base of parents, caregivers and educators who believe that creative play is important to child development and a solution to the problem of passive entertainment. Creativity to the Rescue™ is the company's motto, and it will position MEGA Brands as the brand of choice for consumers who want their children to learn and use their imagination while having fun.

MEGA Brands will continue to build on the popularity of the MEGA BLOKS®, ROSE ART®, MAGNETIX® and BOARD DUDES® brands, which will remain associated with the products they are best known for.

“We have an exceptional portfolio of brands and creative activity products that appeal to preschoolers, boys, girls and families, with #1 or #2 positions in many categories in North America and globally,” President and CEO Marc Bertrand told shareholders. “MEGA Brands has an exciting future because our products are relevant to the needs of today's children and families.”

Forward-looking statements

All statements in this press release regarding possible events, conditions or results of operations that are based on assumptions about future economic conditions and courses of action constitute “forward-looking information”. These statements represent the Corporation's intentions, plans, expectations and beliefs. In certain instances, these statements require us



to make assumptions and there is significant risk that these assumptions may not be correct. Furthermore, these statements are subject to risks, uncertainties and other factors, many of which are beyond the Corporation's control. These factors include and are not restricted to: integration of Rose Art's operations, international operations, difficulty in predicting consumer preferences and importance of new products, rate of growth or profitability, dependence on a few large customers, fluctuations in the price of plastic resins and currency rates, retail environment, financing and interest rate matters, litigation and its inherent uncertainty, product recall, risks relating to licensed products and seasonality of the toy and stationery industries. The words "believe", "estimate", "expect", "intend", "anticipate", "foresee", "plan", and similar expressions and variations thereof, identify certain of such forward-looking statements, which speak only as of the date on which they are made. The Corporation disclaims any intention or obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, other than as required by applicable legislation. Readers are cautioned not to place undue reliance on these forward-looking statements. More information about the risks that could cause our actual results to significantly differ from our current expectations can be found in the "Risks and Uncertainties" section of the Management's Discussion and Analysis for the first quarter ended March 31, 2006 as filed on SEDAR.

About MEGA Brands

MEGA Brands provides stimulating creative experiences for children and families through innovative, well-designed, affordable and high-quality products that are marketed worldwide under the leading brands MEGA BLOKS®, ROSE ART®, MAGNETIX® and BOARD DUDES®.

The company designs, manufactures and markets high quality construction and magnetic toy sets, games and puzzles, activity and craft sets, art materials, boards, writing instruments, school supplies and stationery. MEGA Brands is headquartered in Montreal and present in 14 countries with sales in over one hundred. For more information, please visit <http://www.megabrandsinc.com>.

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For more information:
Alex Radmanovich
(514) 845-2949
(514) 886-1896

Source: MEGA Brands Inc.

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