



## **MEGA BRANDS ANNOUNCES GLOBAL LAUNCH OF DISNEY ARTS AND CRAFTS PRODUCT LINE**

*New Line Features Popular Disney Properties, Including  
Disney Princess, Pirates of the Caribbean, Hannah Montana and Little Einsteins*

CALIFORNIA/MONTREAL, December 15, 2006 – MEGA Brands Inc. today announced its global entry into the arts and crafts category with a new line featuring popular Disney properties, including *Disney Princess, Pirates of the Caribbean, Hannah Montana* and *Little Einsteins*. Products will be available in North America, Europe, Scandinavia, Africa and the Middle East in 2007.

Vic Bertrand, COO of MEGA Brands, states, “We’re excited to enter the arts and crafts category with a venerable brand such as Disney, one of the world’s most powerful children’s brands. The tremendous popularity of the Disney characters, coupled with the creative appeal of our arts and crafts sets, will help us accelerate our penetration of this category into international markets.”

The Disney art sets will allow kids to create latch hook, picture frame and pillow art, make their own pirate boots and pirate gear, paint works of art in 3D, make their own temporary tattoos, and more. The products will begin shipping to mass market retailers in North America in early 2007 and to international markets by April 2007.

“The new product expansion with MEGA Brands will allow kids around the world who love Disney characters to have fun, use their imaginations and create great works of art,” said Nancy Geller, Director, Category Management, Disney Toys.

### **About MEGA Brands**

MEGA Brands Inc. 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<sup>®</sup>, ROSE ART<sup>®</sup>, MAGNETIX<sup>®</sup> and BOARD DUDES<sup>®</sup>.

We design, manufacture and market high quality construction and magnetic toy sets, games and puzzles, craft and activity 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 [www.megabrands.com](http://www.megabrands.com).



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