



Press Release – For Immediate Publication

**MEGA BRANDS APPOINTS ANDRÉE PINARD
DIRECTOR, TREASURY AND INVESTOR RELATIONS**

MONTREAL, April 26, 2007 – MEGA Brands Inc. (TSE: MB) announced today the appointment of Andrée Pinard as Director, Treasury and Investor Relations, effective immediately. In addition to her Treasury responsibilities, she will be the Corporation's lead contact with the financial community including financial analysts, equity and debt institutional investors, and credit agencies.

Pinard brings a strong background in financial management and corporate finance to MEGA Brands. Prior to her current appointment, she served six years as Treasurer of COGECO Inc. after joining the company in 1997 as Director, Financial Planning. Pinard has also worked in corporate finance with Nesbitt Burns Inc. She is a McGill University alumna with a Bachelor of Commerce and a Graduate Diploma in Public Accounting. Pinard received her designation as a Chartered Accountant in 1990 and obtained an MBA in Finance and International Affairs from the University of Chicago in 1994.

About MEGA Brands

MEGA Brands is a trusted family of leading global brands in construction toys, games & puzzles, arts & crafts and stationery. We offer engaging creative experiences for children and families through innovative, well-designed, affordable and high-quality products that deliver on our Creativity to the Rescue promise. For more information, please visit <http://www.megabrands.com>.

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For more information:

Andrée Pinard
(514) 333-3339 ext.745