



## Press Release – For Immediate Publication

### MEGA BRANDS RENEWS REPLACEMENT PROGRAM

**MONTREAL, April 19, 2007** – MEGA Brands Inc. (TSE: MB) endorses efforts to promote safe play experiences with magnetic toys and takes this opportunity to remind consumers of its replacement program for Magnetix building sets originally announced on March 31, 2006.

The extended program, announced jointly today with the U.S. Consumer Product Safety Commission (“CPSC”), is intended for consumers and covers sets sold before March 31, 2006. This voluntary program does not involve products on retail shelves. As such, there is no required action for retailers from the CPSC.

“Today’s announcement is intended for parents who are concerned about having older Magnetix products in the home,” stated Vic Bertrand, COO of MEGA Brands. “We are reaching out to these households to remind them that we will replace their products with new Magnetix sets or other age-appropriate MEGA Brands toys free of charge.”

Comprehensive details about the replacement program can be obtained during normal business hours by calling 1-800-779-7122 or by visiting [www.megabrands.com](http://www.megabrands.com). Consumers should contact the company directly and NOT return their Magnetix products to retailers.

“The actions we have taken demonstrate our commitment to the highest quality standards. Since implementing our new designs and safety warnings, there have been no incidents involving these Magnetix products,” noted Vic Bertrand. “We are also committed to the ongoing education of parents and caregivers about small parts and the risks of multiple ingestion of magnets.”

#### **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>.

The MEGA logo, Creativity to the Rescue, Mega Bloks, Rose Art, Magnetix and Board Dudes are trademarks of MEGA Brands Inc. or its affiliates.

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