



Press Release – For Immediate Distribution

MEGA BRANDS ANNOUNCES OPENING OF DUTCH CONSTRUCTION TOY MARKET

MONTREAL, June 18, 2007 – MEGA Brands Inc. (TSX: MB) is pleased to announce that the Court of Appeals for Den Bosch, The Netherlands, has overturned a 2005 lower court ruling which had prevented MEGA Brands from introducing its Micro and Mini MEGA BLOKS® toys to that country. Although this matter is subject to further appeal to the Dutch Supreme Court, MEGA Brands will sell its full line of construction toys in The Netherlands starting immediately.

“Our MEGA BLOKS preschool toys have already gained a loyal customer base in The Netherlands and this legal development will allow us to serve Dutch consumers and retailers even better,” stated Marc Bertrand, President and CEO of MEGA Brands.

Forward-looking Statements

All statements in this press release that do not directly and exclusively relate to historical facts constitute "forward-looking statements". 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: realization of synergies, litigation and its inherent uncertainty, including the recovery of the full product liability settlement amount and risks associated with product recalls, international operations, insurance coverage, difficulty in predicting consumer preferences and development and acceptance of new products, rate of growth or profitability, dependence on a few large customers, fluctuations in the price of plastic resins and other raw materials as well as currency rates, seasonality of toy and stationery industries, risks related to licensed products, retail environment, construction toy litigation and financing and interest rate matters. 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 Corporation's Management Discussion and Analysis for the year ended December 31, 2006 and the first quarter ended March 31, 2007.

