



## **HEALTH CANADA TESTS MEGA BLOKS FOR LEAD – RESULTS: SAFE MEGA BRANDS RESPONDS TO COURT RULING ON INJUNCTION**

MONTREAL, October 17, 2007 – In the wake of Health Canada notifying MEGA Brands that they tested Mega Bloks for lead and found the product to be safe, MEGA Brands, Inc. today made the following statement.

“We are pleased that Health Canada tested Mega Bloks for lead and has confirmed that the product is safe,” said Marc Bertrand, President and CEO of MEGA Brands. “The confusion that *Protégez-Vous* created has been put to rest. There is nothing more important to MEGA Brands than the safety of our toys. Parents deserve to have the facts when they are purchasing toys for their families, and we have achieved our goal of making sure that they understand that Mega Bloks are safe. We are pleased that Health Canada, the Canadian Toy Association and Bureau Veritas have now all confirmed our company’s commitment to safety.”

Addressing today’s ruling on the injunction that MEGA Brands sought against *Protégez-Vous*, Bertrand stated, “While we did not get the legal result we were looking for, we received something far more important - validation of our company’s commitment to safety. We will continue to monitor the situation and want to make it clear that the door is not closed on us pursuing other legal options.”

For more information on these and other safety measures taken by MEGA, please contact Harold Chizick at (514) 333-5555, ext. 2338 or [hchizick@megabrands.com](mailto:hchizick@megabrands.com).

### **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.

###