



## **MEGA BRANDS PARTNERS WITH SAFE KIDS WORLDWIDE TO PROMOTE TOY SAFETY**

**Montreal, April 1, 2008** – MEGA Brands Inc. (TSX: MB), has joined forces with child injury prevention leader Safe Kids Worldwide to launch a comprehensive public toy safety outreach campaign, the company announced today.

“Children’s safety is our number one priority and our new partnership with Safe Kids Worldwide is a great opportunity to use their extensive national and global network to reach parents and educate them on how to keep kids safe at play,” stated Marc Bertrand, President and Chief Executive Officer of MEGA Brands. “Our aligned missions to prevent injury to children make this relationship a perfect match. We are passionate about our quest for zero defects in all the toys we make and our mission for safety without compromise.”

MEGA Brands’ recent alignment with Intertek, one of the world’s leading quality and safety testing labs, and Safe Kids Worldwide, are testaments to MEGA Brands’ commitment and dedication to creating the highest safety standards in the toy industry. These partnerships will reinforce MEGA Brands’ unparalleled dedication to safe toys and practices, and its reputation as a trusted brand when it comes to safety.

MEGA Brands’ partnership will support the work of Safe Kids Worldwide through an array of cooperative toy safety programs. The new outreach campaign will allow MEGA Brands to better educate parents on toy safety and prevent future injuries by increasing public awareness efforts, including Web initiatives, retail promotions and consumer events.

“Safe Kids Worldwide is delighted to have formed this safety alliance with MEGA Brands,” said David Bennett, Chief Advancement Officer of Safe Kids Worldwide. “We stand ready to help MEGA Brands communicate safety messages so that parents can make the best and safest decisions in their toy purchases. The partnership will allow us work with MEGA Brands to spread safety messages through our network directly to parents about safe toy selection, safe toy use, safe toy storage, and safe toy maintenance.”

### **About Safe Kids Worldwide**

Safe Kids Worldwide is a global network of organizations whose mission is to prevent accidental childhood injury, a leading killer of children 14 and under. More than 450 coalitions in 16 countries bring together health and safety experts, educators, corporations, foundations, governments and volunteers to educate and protect families. The organization was founded in 1987 by Children’s National Medical Center with support from Johnson & Johnson.

## About MEGA Brands

MEGA Brands is a trusted family of leading global brands in construction toys, games & puzzles, arts & crafts and stationery. They 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. Visit <http://www.megabrands.com> for more information.

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

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