

## **MEGA BRANDS APPOINTS ANTHONY BAZAN AS CHIEF OPERATIONS OFFICER**

**Montreal, April 29 2008** – MEGA Brands Inc. (TSX: MB) announced today that, pursuant to its previously announced Value Enhancement Plan, it has appointed Anthony Bazan to the position of Executive Vice President and Chief Operations Officer. Mr. Bazan will report to Marc Bertrand, President and Chief Executive Officer of MEGA Brands.

“In our Value Enhancement Plan, we made a strong commitment to strengthen our worldwide operations. Today I’m very pleased that we are taking a strong step forward by introducing Anthony to lead this effort,” stated Marc Bertrand, President and CEO of MEGA Brands. “Tony’s broad supply chain and manufacturing experience, coupled with his significant knowledge of consumer products, will pay immediate dividends as we continue to improve our performance and return our company to growth and profitability.”

Mr. Bazan comes to MEGA Brands from Jakks Pacific, where he served as Vice President, Global Manufacturing and Sourcing. At Jakks, Mr. Bazan oversaw more than 150 vendor relationships around the world to include Vietnam, India, and Mexico, with primary focus in China. Mr. Bazan turned his sourcing, manufacturing and Lean-Six Sigma expertise directly into margin improvement. Among his global responsibilities were Engineering, Product Costing, Global Supply Chain, Quality, and Compliance.

Prior to Jakks Pacific, Mr. Bazan was Director of Global Operations at Nu-Kote, a consumer electronics company. Previous executive roles in the consumer products industry also include Easton Sports, Fiskars, and Black & Decker.

“I couldn’t be more excited to join MEGA Brands at such a pivotal point in the company’s history,” said Mr. Bazan. “The foundation of MEGA is rock-solid, built on strong brands and strong category positions. I look forward to building on that foundation by helping MEGA achieve world-class operations that are second-to-none.”

### **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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