



MEGA BRANDS' SMART BUILDERS PIANO SELECTED AS ONE OF DR. TOY'S TOP 10 TOYS OF 2008

MONTREAL, September 18, 2008 – MEGA Brands is pleased to announce that Smart Builders Piano, the first electronic piano that combines musical wonder and building fun from Mega Bloks, has been honored as one of Dr. Toy's Top 10 Toys of 2008 for exceptional design, innovation, learning attributes and play experience.

Without Mega Bloks, the Smart Builders Piano plays as a normal instrument, but by layering or removing blocks, aspiring young Beethovens can change the instruments, add beats and even songs to create their own musical masterpiece. Research also shows that there is a direct correlation between playing an instrument from a young age and enhancing creativity, concentration and coordination in children.

"I am pleased to recognize the creative construction and musical combination that MEGA Brands does so effectively," says Dr. Stevanne Auerbach (a.k.a. Dr. Toy) "This is a wonderful, colorful and innovative product that will bring a combination of skills and learning to young players."

The Smart Builders Piano was also singled out as one of Dr. Toy's 100 Best Children's Products for 2008. "Dr. Toy's 100 Best Products" were carefully chosen from among thousands that she reviewed and by using an extensive list of criteria including safety, age-appropriateness, design, durability, lasting play value, educational value, learning skills, creativity, good value for price, fun and more.

"We are honored to have Smart Builders Piano recognized for its creative play value and innovation. Dr. Toy's awards are a testament for parents that this toy meets the highest standards in play experience, design, and learning," said Vic Bertrand, Chief Innovation Officer of MEGA Brands.

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 Trusted Brands promise. Visit <http://www.megabrands.com> for more information.

The MEGA logo, A Family of Trusted Brands, Mega Bloks, Rose Art, MagNext and Board Dudes are trademarks of MEGA Brands Inc. or its affiliates.

About Dr. Toy

Dr. Auerbach is the only Ph.D. evaluating toys and children's products with extensive training, background and over 35 years of experience evaluating, writing and speaking about toys and children's products. Dr. Auerbach is trained in education, child psychology, child development, and special education. She is a parent educator, consultant, parent and grandparent. "Dr. Toy's 100 Best Children's Products" Awards Program 2008 was developed by noted child development authority, Stevanne Auerbach, Ph.D. (a.k.a. Dr. Toy) as a service to consumers who desire to purchase safe, affordable, educationally oriented, stimulating toys and products for children.

For more information:

Harold Chizick
Director, Corporate Communications
MEGA Brands
(514) 333-5555, ext. 2338
hchizick@megabrands.com

##