



**THE NATIONAL PARENTING CENTER AWARDS MEGA BRANDS WITH THREE
2008 SEALS OF APPROVAL**

*Smart Builders Piano, Struxx Robotrixx and Legends: King Arthur 'Battle Action Castle'
Honored with Prestigious 2008 Seals Of Approval*

MONTREAL, September 23, 2008 – MEGA Brands is pleased to announce that Smart Builders Piano, Struxx Robotrixx and Legends: King Arthur 'Battle Action Castle' have all received The National Parenting Center's 2008 Seal of Approval for exceptional quality, design, innovation, educational attributes and play value.

The National Parenting Center's toy testers were very impressed with the **Smart Builders Piano**, the first electronic piano that combines musical wonder and building fun. "The testers saw tangible evidence that their children were advancing their musical, design and spatial skills," says David Katzner, President of The National Parenting Center. "Also impressive was how their children happily played with this toy for hours, independently, listening to each and every sound the toy created. The bright colors, piano-style keyboard and building block appealed to boys and girls of varying ages."

Testers particularly liked the idea of having the blocks and their configuration determine the different musical rhythms and sounds. "This very unique musical toy is truly ingenious and delighted young and old alike. Parents reported that they believed this toy would have a very impressive shelf life, making it well worth the price," he adds.

Struxx Robotrixx attracted testers instantly with an innovative concept that allows kids to create larger than life builds using balls, sockets and rods that click together, and with cool special effects like motion detection, light up eyes, gears, sounds and automatic movement.

"MEGA Brands has a brand new take on building toys and according to our testers, they have a winner on their hands," says David. "What really allows Struxx to stand out from the crowd is how it uses lights and articulated movement. As a result, after you have invested a considerable amount of time and effort into making this very large robot, having it "come to life" is quite a nice payoff."

Also a favorite was **Legends: King Arthur 'Battle Action Castle'**, which allows kids to bring figures to life without their fingers getting in the way through Micro Motion™ controllers. "The mythic King Arthur is one of the most enduring figures in literature but his legend and those of his fellow Round Table Knights have moved into so many other arenas that it is hard to keep track. From film to video games and now thanks to MEGA Brands, a wonderful fantasy play set," explains David. "Everything is here for your child to delve into the era of chivalry, bravery and broadswords. The set is sturdy and nicely detailed with all the characters and extras that are needed to play act a medieval story of epic proportions."

"We are delighted to be recognized for our creativity and innovation. These awards are helpful benchmarks for parents, and our success demonstrates that MEGA Brands' toys offer the best value in learning and play experiences," 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 The National Parenting Center

North American's largest parent advocacy organization, The National Parenting Center, has been providing parents with advice and support on issues ranging from pregnancy through adolescence since 1989. The Seal of Approval program was designed to further that cause by gathering the opinions of hundreds of parents over a two month testing period. This consumer evaluation of products and services marketed to children and their parents has established the Seal of Approval as North America's premier peer-to-peer award. Parents can browse product reviews and parenting advices columns at www.tnpc.com

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

##