



MEGA BRANDS' SMART BUILDERS PIANO HITS THE RIGHT NOTES ONCE AGAIN TOPPING THE TOY INSIDER'S HOT 20 TOYS LIST

Smart Builders Piano Gets Recognized yet Again as a Top Holiday Toy for 2008

MONTREAL, September 29, 2008 – MEGA Brands Inc. (TSX: MB) is excited to announce that Smart Builders Piano was named one of the 'HOT 20 TOYS' for the 2008 holiday season by The Toy Insider. The HOT 20 serves as the opening section of the Toy Insider and will run in the November issue of Redbook magazine, on newsstands October 16.

Fresh off the heels of many other prestigious accolades, Smart Builders Piano is once again acknowledged for its innovation and play value. Impressive honors include The National Parenting Center's 2008 Seal of Approval, Dr. Toy's Top 10 Toys for 2008, and 2008 National Parenting Publications Awards Children's Products (NAPPA), among others.

"Over the past year, the Toy Insider team reviewed and evaluated the toys that will be available this holiday season to determine the most compelling and hottest new products to help gift givers get an early start on their holiday shopping," said Jonathan Samet, Group Publisher of Adventure Publishing. "MEGA Brands' new Smart Builders Piano caught our attention as it offered the perfect combination of creative fun, engaging features, educational value, and musical play for young preschoolers.

Smart Builders Piano is the first electronic piano that combines musical wonder and building fun. Without Mega Bloks, it plays as a normal instrument, but by layering or removing blocks, aspiring young Beethovens can change the instruments, add beats and 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.

"We are thrilled to have Smart Builders recognized by The Toy Insider for its outstanding play value and innovation," said Kathleen Campisano, Chief Marketing Officer of MEGA Brands. "Smart Builders Piano takes classical play patterns to the next level by allowing kids to customize and create their own music while building with Mega Bloks."

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.megabrand.com> for more information.

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About the Toy Insider

The Toy Insider (www.thetoyinsider.com) is the source for the hottest toys and gifts for the holidays. Now in its third year, the Toy Insider is an annual guide featuring toy and gift recommendations broken down by age categories. Jam-packed with close to 90 toy recommendations from 57 different manufacturers, each toy was carefully selected by a team of experts all with years of experience in the toy industry. The Toy Insider is published by Adventure Publishing, publisher of leading industry trades The Toy Book and The Licensing Book.

About Adventure Publishing

Adventure Publishing Group Inc. (www.adventurepublishinggroup.com) is the leading publisher of magazines for the toy and licensing industries since 1983. Its portfolio of magazines include: The Toy Book, The Licensing Book and Specialty Toy & Gifts. The Toy Book provides retailers with the latest in merchandising, trends, licensed products and new marketplace introductions and is published monthly. The Licensing Book focuses on character properties, brands and trademarks with topical features, editorials, legal advice and exclusive retailer information. Two Adventure Publishing-produced newsletters, The Toy Report and The Licensing Report, are weekly newsletters that keep their readers up to date on all breaking news and deals in the toy and licensing industries and are available in email format.

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