



MEGA BRANDS' MAGNEXT NAMED TO THE *TIME TO PLAY* 2008 "MOST WANTED" LIST

*Time to Play's Jim Silver and Chris Byrne Name MagNext as one of the Most Wanted Toys of
Holiday '08*

MONTREAL, October 1, 2008 – MEGA Brands Inc. (TSX: MB) is excited to announce that MagNext was named one of the “Most Wanted” toys of 2008 by *Time to Play*, a new multi-faceted media venture dedicated to play and families. Jim Silver, editor-in-chief at aNb Media, and Chris Byrne, renowned toy and children's lifestyle expert (aka The Toy Guy®) unveiled the winning toys this morning at a press conference in New York, with MagNext landing a coveted spot on their list as one of the ‘Most Wanted’ toys for Holiday '08.

“Our editorial team reviewed thousands of new toys and children’s products to identify the best sellers for the upcoming holiday season,” said Silver. “MEGA Brands’ new magnetic construction system, MagNext, really stood out among the crowd as an innovative toy with endless building possibilities.”

MagNext addresses safety concerns with no small magnetic parts that can be swallowed, a first in the industry. The intricately designed pieces have multiple interlocking points, allowing kids to produce bigger, stronger and faster builds. Designed in partnership with Intertek, one of the world’s leading independent safety labs, MagNext is the first toy to carry the new Intertek safety certification seal, which certifies that it has been tested from design to market.

“Magnets have always added a dimension of magic to toys,” says Chris Byrne, director of content for TimeToPlayMag.com, aka The Toy Guy®. “MagNext delivers that, plus the enriching open-ended play of construction toys all in a breakthrough design that is satisfying to build with, and provides a platform for all kinds of imaginative and engaging play.”

“We are honored to have MagNext recognized by *Time to Play* for its innovation, play value and safety,” said Vic Bertrand, Chief Innovation Officer of MEGA Brands. “We know that magnetic building toys are excellent for mind sharpening and imagination building, and are delighted to see that toy industry experts agree.”

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.

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About *Time to Play*

Jim Silver, editor-in-chief at aNb Media and Chris Byrne, renowned toy and children's lifestyle expert (A.K.A. The Toy Guy®), have partnered to introduce *Time to Play*™. *Time to Play* is an informative, multi-faceted resource for parents and caregivers powered by aNb Media, TheToyGuy.com, and a team of leading, well-known toy, family entertainment, and parenting experts. The group's first venture is a playful destination website, www.TimetoPlayMag.com, which will launch October 1 and provide adults with information, entertainment, and services on what's fun for children and their families.

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