



**MEGA BRANDS'S SMART BUILDERS PIANO RECEIVES OPPENHEIM TOY  
PORTFOLIO'S PLATINUM AWARD FOR 2008**

***Smart Builders Piano Wins Oppenheim Toy Portfolio's Top Honor***

MONTREAL, October 6, 2008 – MEGA Brands Inc. (TSX: MB) is pleased to announce that Oppenheim Toy Portfolio has awarded its top Platinum Award to the Mega Bloks Smart Builders Piano as one of the best toys for 2008.

“Finding musical toys that are age appropriate and have a pleasing sound quality can be challenging – which is why we were delighted when we tested the Smart Builders Piano,” says co-founder Stephanie Oppenheim. “Our testers loved the open-ended design of the piano that allows toddlers to really explore and enjoy the process of making their own music.”

The Platinum Award tops a very successful winning streak for Smart Builders Piano. The innovative musical building toy is playing into the holiday season having already received six major toy awards. Smart Builders Piano has won The National Parenting Center's 2008 Seal of Approval, 2008 National Parenting Publications Awards Children's Products (NAPPA), the Toy Insider Hot 20, and was selected as one of Dr. Toy's Top 10 Toys for 2008.

“We are honored to have received such a top and prestigious accolade for Smart Builders Piano by an independent consumer organization,” said Vic Bertrand, Chief Innovation Officer of MEGA Brands. “Smart Builders Piano is the first electronic piano that combines musical wonder and building fun.”

Without Mega Bloks, Smart Builders Piano 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.

**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 Oppenheim Toy Portfolio

Founded in 1989 by child development experts and mother-daughter team, Joanne and Stephanie Oppenheim review children's media. The organizations reviews are posted at [www.toyportfolio.com](http://www.toyportfolio.com). The Oppenheims are also Contributors to NBC's TODAY Show. The Oppenheims will announce their annual Platinum Awards for the best new children's toys and books in the fall.

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