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MagNext IS Bigger – Stronger – Faster – BEST

MagNext named Science Museum SMart Toy of the Year 2008

Following an August launch, **MagNext** – the brand new magnetic construction system from Mega Brands – has since been named the overall winner of the 2008 Science Museum SMart Toy Awards!

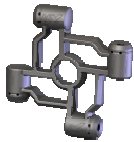
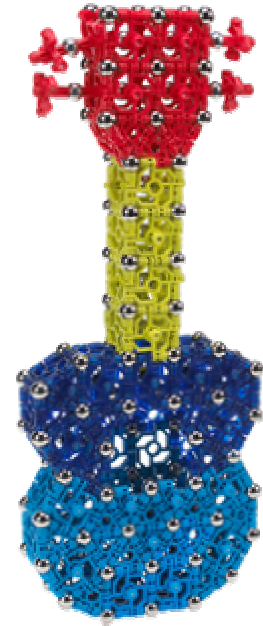
In addition to being named the overall SMart Toy winner, MagNext also won the SMart Build* category of the awards. Further adding to the success, another product in the MagNext range, iCoaster, was named winner of the SMart Play category. MagNext and iCoaster won the awards after being shortlisted from a pool of over 85 competition entries.



MagNext was the overall winner in the unanimous opinion of the judges because it was fun, value for money, had significant learning underpinning it, and was a toy which a child would come back to again and again. MagNext was the toy which most clearly matched the Science Museum's ethos of learning about science and technology through having fun, and that is why it was declared Science Museum SMart Toy of the Year 2008.

MagNext gives kids the tools to build bigger, stronger, faster and ultimately better than ever before! Featuring specially designed, intricate new pieces, kids can create more detailed and exciting builds, resulting in the ultimate fun and best building experience.

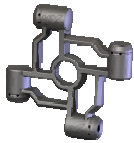
Taller, sturdier and more impressive structures can be achieved in super-quick time so the fun factor for kids reaches incredible new levels. Limited only by their imagination, MagNext delivers a more rewarding magnetic construction play experience than ever before. Plus, MagNext structures are so strong and sturdy, kids can even pick up their builds and move them around – perfect for showing off their awesome designs to family and friends and for quick rebuilds!



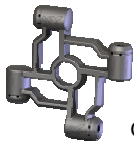
BIGGER – new patented system pieces provide a better foundation allowing for bigger builds.



STRONGER – new 'self-framing' parts are super-strong and make for sturdy builds allowing kids to move them around to show to others!



FASTER – new pieces deliver a more rewarding building experience and the 'living hinge' system enables rapid transformations rather than having to start from scratch!



BETTER – more fun to play with, more possibilities, more magic and cool new hi-tech design!

Available now, MagNext sets have a RRP of £9.99 for a 25 piece set, £19.99 for 55 pieces, £29.99 for 115 pieces and £49.99 for the MagNext Magna Case, with 100 special parts! For stockist details or more information visit www.megabrand.com or call 01844 350033.

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.

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.

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NOTES TO EDITORS:

Retail prices are for guidance only and are non-binding

For more information on MagNext, iCoaster or Mega Brands please contact Caroline or Michelle at the Mega Brands Press Office on 0845 3700 773 or firstname@fosburypr.com

For more information on the SMart Toy Awards contact Andrew Marcus at the Science Museum on 020 7942 4357 or Andrew.marcus@sciencemuseum.org.uk