



MEGA BRANDS AND NICKELODEON & VIACOM CONSUMER PRODUCTS EXPAND THEIR GLOBAL MULTI-YEAR LICENSING PARTNERSHIP

Construction Sets Based on Nick Jr.'s Hit Preschool Television Series *The Wonder Pets!* and *Ni Hao, Kai-lan* Will be Added to MEGA Brands' 2009 Portfolio

NEW YORK/MONTREAL - November 6, 2008 – MEGA Brands Inc. (TSX: MB) and Nickelodeon & Viacom Consumer Products (NVCP) announced today the extension of their global licensing partnership to develop construction toys based on Nick Jr.'s hit preschool television series *The Wonder Pets!* and *Ni Hao, Kai-lan*.

Under the expanded agreement, MEGA Brands will develop construction play sets based on key characters and environments from the popular Nickelodeon television series'. The newly licensed product offerings will make their retail debut worldwide in fall 2009.

“The MEGA Brands’ *Dora the Explorer* and *Go Diego Go!* building sets launched in 2007 have proven to be a huge success, and provided us with the momentum to further explore and expand our relationship with Nickelodeon and NVCP,” said Vic Bertrand, Chief Innovation Officer of MEGA Brands. “We’re excited to bring Nickelodeon’s diverse and beloved brands to life through Mega Bloks’ engaging construction sets.”

“The development of these innovative and unique construction-based toys has reconnected kids with traditional toy play,” said Manuel Torres, Senior Vice President, Toys, Interactive and Consumer Electronics, NVCP. “We are pleased to bring the adventures of *The Wonder Pets!* and *Ni Hao, Kai-lan* from the television screen to the play room as we expand our partnership with MEGA Brands.”

Emmy award-winning *The Wonder Pets!*, from creator/executive producer Josh Selig of Little Airplane Productions, Inc., is TV’s first mini-operetta for preschoolers and the first preschool series to feature an extensive lineup of Tony award-winning and nominated Broadway composers. *The Wonder Pets!* chronicles the adventures of three funny, singing classroom pets: Linny the Guinea Pig (Sofie Zamchick), Ming-Ming Duckling (Danica Lee) and Turtle Tuck (Teala Dunn), who travel the world and use teamwork to save baby animals in distress. Every episode of *The Wonder Pets!* is an original mini-operetta filled with world music influences suited to the locale of the day’s adventure. Like real preschoolers, *The Wonder Pets!* have no actual super powers, but they work together as a team to overcome adversity and achieve great success.

Ni Hao, Kai-lan, created by Karen Chau and executive produced by Mary Harrington, is an original, half-hour series that teaches Mandarin words and phrases to preschoolers. *Ni Hao, Kai-lan* is Nick Jr.'s first play-along, think-along series to feature an intergenerational family. Through the eyes of a playful, adventurous and bi-lingual five-year-old with a big heart, named Kai-lan, the series explores the colorful aspects of her upbringing and background, her

relationships with her family and friends and the world around her. *Ni Hao, Kai-lan* also helps preschoolers identify their emotions and learn coping mechanisms to deal with their feelings.

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 Nickelodeon & Viacom Consumer Products

Nickelodeon & Viacom Consumer Products manages the world's third largest licensing business, representing leading properties such as *SpongeBob SquarePants* and *Dora the Explorer*, and managing merchandising for Nick Jr., Nickelodeon, Comedy Central, MTVN International, and Spike TV.

Nickelodeon, now in its 29th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books, magazines and feature films. Nickelodeon's U.S. television network is seen in more than 96 million households and has been the number-one-rated basic cable network for more than 14 consecutive years. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA, VIA.B).

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

Nickelodeon
Tori Fernandes
212.846.4942
tori.fernandes@mtvstaff.com

##