



## **MEGA BRANDS LAUNCHES EXCLUSIVE GIVEAWAY OF 10,000 LIMITED EDITION HALO WARS® FIGURES ONLINE STARTING FRIDAY NOON EST**

MONTREAL – July 29, 2009 – Starting at noon EST on Friday, July 31, MEGA Brands Inc. (TSX: MB) is offering *Halo Wars*® fans an exclusive opportunity to receive a limited edition Mega Bloks UNSC Steel Spartan or an ultra-rare UNSC Active Camo Spartan miniature figure at [halowars.megabloks.com](http://halowars.megabloks.com).

Ten thousand limited edition *Halo Wars* figures will be given away to fans on a first come first serve basis: 9,900 Limited Edition UNSC Steel Spartan and 100 randomly inserted, ultra-rare UNSC Active Camo Spartan miniature figures. Each 1.75" tall figure will include its own weapon and an exclusive camouflage effect block.

“With the successful launch of the *Halo Wars* video game and the new Mega Bloks authentic collector’s series, we wanted to offer collectors a once-in-a-lifetime chance to get their hands on limited edition *Halo Wars* figures,” said Vic Bertrand, Chief Innovation Officer of MEGA Brands. “The *Halo* franchise has a massive following and now fans can grow their collection with new Mega Bloks building sets.”

This exclusive online offer is only available through [Halo Wars Mega Bloks website](http://halowars.megabloks.com) in the United States and Canada, and is not available in stores. The quantities are limited and certain conditions apply.

### **More Information**

Spartans are the most powerful soldiers in the history of the Human race. Their dominance of the battlefield was absolute until they met the Covenant. Their training allows these super-soldiers to wield any weapon and master any combat vehicle. The Limited Edition UNSC Active-Camo Spartan has an advantage over the UNSC Steel Spartan. It can become invisible when in combat to hide from its enemy, the Covenant.

### **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.

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