



MEGA BRANDS TO REPORT SECOND QUARTER 2009 RESULTS

MONTREAL, August 11, 2009 - MEGA Brands Inc. (TSX: MB) will report its financial results for the second quarter ended June 30, 2009 before markets open on August 13, 2009.

An analyst conference call will be held at 9:00 a.m. on August 13, 2009 to discuss the results. Participants may listen to the call by dialing **1 (800) 814-4862**.

For those unable to participate, a replay will be available until August 20, 2009. The replay phone number is **1 (416) 640-1917**, access code **21312085#**.

About MEGA Brands

MEGA Brands is a trusted family of leading global brands in construction toys, games & puzzles, arts & crafts and stationery. We offer engaging creative experiences for children and families through innovative, well-designed, affordable and high-quality products that deliver on our Creativity to the Rescue promise. For more information, please visit <http://www.megabrands.com>.

The MEGA logo, Creativity to the Rescue, MEGA BLOKS, ROSE ART, MAGNEXT and BOARD DUDES are trademarks of MEGA Brands Inc. or its affiliates.

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