



**Battle Strikers Turbo Tour hits Walmart Square One this Saturday
Be among the first to try one of the hottest toy for 2009 – Battle Strikers!**

MONTREAL- August 12, 2009 – Exclusive for this Saturday only, MEGA Brands' (TSX: MB) Battle Strikers Turbo Tour will be hitting Walmart Canada's Square One location in Mississauga, Ontario, promoting one of the industry's hottest toys of the year, Battle Strikers.

Having taken off in June, the Battle Strikers Turbo Tour has been traveling throughout North America, giving kids the ultimate Battle Strikers experience. On its way home, the tour will be making an exclusive stop at Walmart. The Battle Strikers Brand Ambassadors will be on-site giving kids the hands-on experience by holding demonstrations, tournaments and handing out fantastic giveaways.

"With the successful launch of Battle Strikers throughout North America, we're very excited to team up with Walmart Canada for this one-day event at Square One," said Vic Bertrand, Chief Innovation Officer of MEGA Brands. "What better way to get visibility in our retail partner's largest store and engage kids with Battle Strikers."

"The buzz on the street is growing and an event like this allows us to capture some of the excitement right in our store," said Frank Gorrie, Walmart Canada toy buyer. "As the first retailer in Canada to stock this product, we're proud to be able to say 'Let the games begin!'"

Battle Strikers are taking the world by storm as the first kid-controlled battling tops. Fresh on the toy market, Battle Strikers require no ripcords or pull strings and feature the first innovation in battling tops in over 50 years. The 'Strikers' are revved up through the Turbo Launcher before being released and then for the very first time kids can guide and control the tops for an intense battling experience.

The Battle Strikers Turbo Tour promotional event will take place this Saturday, August 15, at Walmart Square One on 100 City Centre Drive, Mississauga, ON between 12 pm and 5 pm. Come join in on the Battle Strikers fun!

Battle Strikers are currently on sale at all Walmart Canada locations.

For more information on Battle Strikers, please visit www.battlestrikers.com.

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.

For further information on Battle Strikers, the Turbo Tour or to organize an interview with a spokesperson, please contact:

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