



MEGA Brands launches a 'RoseArt Design your Dream Classroom' Contest
Submit your Dream Classroom Design for a chance to win RoseArt school supplies

MONTREAL - August 27, 2009 – Teachers, administrators, and students, time to put your creativity caps on! Just in time for back-to-school, MEGA Brands (TSX: MB) has launched the "RoseArt Design your Dream Classroom" contest, inviting K-8 classrooms across the U.S and Canada to submit their dream classroom designs for a chance to win loads of RoseArt school supplies.

"It is really inspiring to see young minds come together, and direct their creativity toward designing and creating a work of art colored by their imagination" said Vic Bertrand, Chief Innovation Officer of MEGA Brands. "We continue to offer family-friendly value through our RoseArt brand, and this contest is a great way to encourage students to become designers and architects by creating their ultimate classroom."

The contest invites participants to create and digitally submit a creative design of their dream classroom through the new RoseArt website at www.roseart.com. The website features an online gallery where kids and classrooms can upload and share their pictures.

The grand prizes will be awarded to the top three creative classrooms, one in each of the following grade categories: K-2, 3-5, 6-8, who will win RoseArt school supplies for the remaining 2009/2010 school term. Each prize is valued at approximately \$1,700. Secondary prizes will be awarded to 12 classrooms, three in each of the following grade groupings: K-2, 3-5, 6-8, who will receive a basket full of RoseArt supplies for their classroom, valued at approximately \$150 each.

Entrants can digitally submit any artwork such as drawings, mock-ups, photographs etc. A judging panel will select the top 30 submissions, 10 in each grade category, and final winners will be selected through a public online voting process that will begin once the contest closes. Voting will be based on the most creative, original and innovative entry. All entries must be received by 5:00 pm EDT on October 22, 2009. Winners will be formally announced on November 18.

For complete contest details, submission requirements and more information on RoseArt, please visit www.roseart.com.

Facebook Fan Page: <http://www.facebook.com/pages/RoseArt/248810190164?ref=nf>

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, Mega Bloks, RoseArt, MagNext and Board Dudes are trademarks of MEGA Brands Inc. or its affiliates.

For further information on the "RoseArt Design your Dream Classroom" contest or to organize an interview with a spokesperson, please contact:

Amy Gregus
Media Relations
MEGA Brands
514.333.5555 ext. 2507
agregus@megabrands.com