



## **MEGA BRANDS' BATTLE STRIKERS NAMED A "MOST WANTED" TOY BY TIME TO PLAY**

*Time to Play's Jim Silver and Chris Byrne Select Battle Strikers as one of the Most Wanted Toys of Holiday '09*

MONTREAL, October 1, 2009 – MEGA Brands Inc. (TSX: MB) is excited to announce that Battle Strikers has been chosen as one of the 'Most Wanted' toys for Holiday '09 by [TimetoPlayMag.com](http://TimetoPlayMag.com).

"Offering a new twist on a classic play pattern, Battle Strikers demonstrates that creative, classic play still has compelling appeal," says Chris Byrne, content director for [TimetoPlayMag.com](http://TimetoPlayMag.com) aka The Toy Guy®. "Battle Strikers has all the components of a great boys' toy--exciting challenge and competition."

Battle Strikers put a new spin on battling tops by letting kids launch without ripcords or pull strings, while giving them control of their tops for the first time. Kids rev up their Striker at 6000 RPMs through a handheld Turbo Launcher and release it into the arena for intense battling action. Once launched, kids can command their Striker using a controller to try and knock their opponent out of the arena.

"With Battle Strikers, we feature all the key characteristics of a hot selling boys' action toy: battling, collecting, customization, strategy and construction," states Vic Bertrand, Chief Innovation Officer of MEGA Brands. "We are honored that [TimetoPlayMag.com](http://TimetoPlayMag.com) has recognized Battle Strikers as a leading toy that offers excellent play value."

### **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, Rose Art, MagNext and Board Dudes are trademarks of MEGA Brands Inc. or its affiliates.

### **About TimetoPlayMag.com**

[www.TimetoPlayMag.com](http://www.TimetoPlayMag.com) is a playful destination website which provides information, entertainment, and services on what's fun for children and their families.

One of the most highly trafficked family-friendly websites, [www.TimetoPlayMag.com](http://www.TimetoPlayMag.com) offers parents and gift givers comprehensive content including hundreds of toy reviews and recommendations; hot toy lists and editors' picks; a product/gift finder; informative and amusing blog entries from leading toy, family entertainment and parenting experts; seasonal stories; safety tips and recall information; daily giveaways of in demand toys and more. The site is fully COPPA compliant.

Over the past fifteen years, Silver, Byrne and their seasoned editorial team have accurately predicted each season's hottest, best-selling toys and correctly identified the industry's most prevalent product and financial trends.

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

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