



MEGA BRANDS' BATTLE STRIKERS LANDS ON UK'S PRESTIGIOUS DREAM DOZEN TOY LIST

UK's Toy Retailers Association picks Battle Strikers as one of the predicted top twelve toys for Holiday '09

MONTREAL, October 30, 2009 – MEGA Brands Inc. (TSX: MB) is pleased to announce that Battle Strikers has been named one of the predicted top twelve toys for the Holidays, also known as the “Dream Dozen” by the Toy Retailers Association (TRA) in the UK. The TRA unveiled the list of toys at the annual Dream Toys press event in Central London.

The TRA represents 75% of toy retailers in the UK and is uniquely placed to make predictions based on 50 years of consumer knowledge and tracking the latest trends in the market. The Dream Dozen was drawn from six categories: Boys, Girls, Construction, Creative, Games and Preschool.

Battle Strikers has recently been recognized by many prestigious accolades in North America such as Time To Play's “Most Wanted” toy list and The Toy Insider's Hot 20.

“Battle Strikers features all the key characteristics of a hot selling boys' action toy: construction, battling, collecting and customization, and we are honored to have the brand recognized as a leading toy that offers excellent play value,” states Vic Bertrand, Chief Innovation Officer of MEGA Brands. “We look forward to a great holiday season with Battle Strikers and to further developing the brand in 2010.”

Representing the first innovation in batting tops in over 50 years, Battle Strikers requires no ripcords or pull strings and puts you in control, a first for any batting top. The ‘Strikers’ are revved up to 6000 RPMs through the Turbo Launcher before being released and are then controlled by a finger controller that guides the top to create an intense battling experience. The sixteen unique, collectable and customizable Strikers are enhanced and calibrated for offensive and defensive actions.

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.

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