



## **OFFICIAL BATTLE STRIKERS TOURNAMENT TAKES OFF AT TORONTO'S CN TOWER THIS SATURDAY**

*Battle Strikers hits the ground spinning with the first battling top event at Canada's  
Engineering Wonder of the World*

MONTREAL- Nov 3, 2009 – Ready, Rev, Battle! MEGA Brands (TSX: MB) is calling all battling top fans between the ages of six and 12 to participate in the battling top tournament of the year for a chance to win a \$1,500 Canada Savings Bond! The *Battle Strikers Tower Showdown* will launch at Toronto's CN Tower this Saturday, November 7, between 10:00 AM and 12:00 PM in search of the first Battle Strikers champion.

"Battle Strikers has revolutionized the game of battling tops, and we are offering a unique and exciting opportunity for kids to put their battling skills to the test in hopes of becoming the first Battle Strikers champion!" said Vic Bertrand, Chief Innovation Officer of MEGA Brands. "This event will allow kids to experience Battle Strikers, learn key tips and tricks on strategizing their battles, and award an incredible opportunity to spin their way to the top with Canada Savings Bonds."

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. Kids can collect sixteen unique and customizable Strikers.

To participate in the tournament, children between the ages of six and 12 are encouraged to pre-register online at [www.battlestrikers.com/towershowdown](http://www.battlestrikers.com/towershowdown). The first 60 pre-registered participants, and one accompanying adult, will get free admission to the CN Tower during the tournament.

The grand prize winner will be awarded a Canada Savings Bond valued at \$1,500. The tournament runner-up will receive a Canada Savings Bond valued at \$500.

Come join in on the Battle Strikers fun with music, free giveaways, door prizes and most importantly the Tournament. The *Battle Strikers Tower Showdown* will take place Saturday, November 7, at the CN Tower in Toronto between 10 am and 12 pm.

For complete tournament details and more information on Battle Strikers, please visit [www.battlestrikers.com](http://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.megabrands.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.

## **CN Tower**

Defining the Toronto skyline, at a height of 553.33m (1,815 ft., 5 inches), the CN Tower is Canada's National Tower, an engineering Wonder of the World and Toronto's must see attraction visited by almost 2 million people each year.

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