



Press Release – For Immediate Distribution

MEGA BRANDS RESPONDS TO RECENT STOCK ACTIVITY

MONTREAL, December 11, 2009 – MEGA Brands Inc. (TMX: MB), at the request of Investment Industry Regulatory Organization of Canada, on behalf of the Toronto Stock Exchange, given the recent trading activity and increase in its share price, is issuing this press release.

As reported in its press releases and statutory filings during the past two years, the Corporation has been exploring alternatives to improve its financial position and capital structure. During this time, the Corporation has considered various alternatives including recapitalization transactions. None of the alternatives reviewed and considered by the Corporation have resulted in any binding agreement. The Corporation continues to review alternatives.

Forward-Looking Statements

All statements in this press release that do not directly and exclusively relate to historical facts constitute “forward-looking statements”. These statements represent the Corporation’s intentions, plans, expectations and beliefs. In certain instances, these statements require us to make assumptions and there is significant risk that these assumptions may not be correct. Furthermore, these statements are subject to risks, uncertainties and other factors, many of which are beyond the Corporation's control. The Corporation disclaims any intention or obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, other than as required by applicable legislation. Readers are cautioned not to place undue reliance on these forward-looking statements. More information about the risks that could cause our actual results to significantly differ from our current expectations can be found in the “Risks and Uncertainties” section of our 2008 annual MD&A and Q3 2009 MD&A.

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. Visit <http://www.megabrands.com> for more information.

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