



MEDIA INVITATION: Join us at the CN Tower during March Break for the ultimate Battle Strikers tournament for the chance to win amazing prizes

Ready, Rev, Battle! On Monday, March 15, MEGA Brands is holding its second official Battle Strikers tournament at the CN Tower in search of the next Canadian Battle Strikers champion! As a part of the CN Tower's March Break festivities, the Battle Strikers Tournament will offer kids ages eight and up the thrilling opportunity to put their battling skills to the test in hopes of winning exciting prizes.

- What:** Great interview and photo opportunities for Greater Toronto Area media. Come check out the Battle Strikers fun with an exclusive tournament, music, free giveaways, and door prizes. Kids who pre-register online at www.battlestrikers.com/towershowdown will get the chance to win a free Battle Strikers Metal XS Starter Pack!
- Who:** Battle Strikers tournament winners and MEGA Brands representatives will be available for demonstrations, interviews and photographs.
- Where:** CN Tower – Retail Store Level
Toronto, Ontario
- When:** Monday, March 15
11:00 am to 3:00 pm

About Battle Strikers

Launched in 2009, Battle Strikers put a new spin on battling tops by being the only turbo-powered battling top that can be controlled with the power of magnetism! This year, the new Metal XS system introduces parts made of pure metal alloy, creating a more powerful and exciting battle. Kids rev up their Striker at 6000 RPM with the motorized Turbo Boost Launcher and then release them into the Arena. Kids will be able to hear the sound of metal clashing as they guide their Striker with the DLX Controller.

Each Striker is based on a unique StrikerSoul, with a detailed design and personality to collect. Kids can customize the Weapon, Booster and Tip to change the Striker's performance in three categories: Attack, Defense, and Control and match their Striker with their unique style of play.

For more information on Battle Strikers, please visit 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.

About the 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.

For more information:

Amy Gregus
Communications Specialist
MEGA Brands
514-333-5555, ext. 2507
agregus@megabrands.com

Or

Lisa Tompkins
Director of Marketing and Communications
CN Tower
416-601-4750
lisa.tompkins@cntower.ca