



## **SANRIO® INC AND MEGA BRANDS ENTER INTO LICENSING PARTNERSHIP**

*MEGA Brands to develop construction sets for girls based on the immensely popular Hello Kitty brand*

TORRANCE, CALIFORNIA/MONTREAL – June 29, 2010 – SANRIO Inc. and MEGA Brands Inc. (TSX: MB) announced today that they have entered into a North American licensing agreement to develop construction toys for young girls based on the Hello Kitty brand.

Under the two-year agreement, MEGA Brands obtains the rights to develop construction toy sets based on the timeless and iconic Hello Kitty brand, which will allow young girls to build, personalize and collect their very own Hello Kitty world. The Mega Bloks licensed product offerings will make their debut in U.S., Canada and Mexico in the spring of 2011.

“Our partnership with MEGA Brands will bring a creative and interactive experience for girls to build and customize Hello Kitty’s world,” said Janet Hsu, President of Sanrio, Inc. “The upcoming line of Hello Kitty Mega Bloks also offers a new category of fun collectibles that our fans will sure to enjoy.”

“Hello Kitty holds a special place in the hearts of young girls, and we are excited to partner with Sanrio to bring this wonderful character into the construction category”, said Vic Bertrand, Chief Innovation Officer at MEGA Brands. “We look forward to developing a new toy line that brings the loveable world of Hello Kitty to life, and to offer girls aged four and up an engaging and fun building experience that will inspire their imagination and creativity.”

### **About SANRIO**

SANRIO, best known for global icon *Hello Kitty*® and home to many more endearing characters including *Chococat*®, *My Melody*®, and *Keroppi*®, is celebrating its 50th Anniversary this year. August 2010 marks the golden anniversary for the worldwide lifestyle brand that was founded on the “small gift, big smile®” philosophy -- that a small gift can bring a big smile to people of all ages. Today, over 50,000 Sanrio-branded items are sold in over 70 countries around the world. In the Western Hemisphere SANRIO character-branded products are sold in upwards of 12,000 locations including department, specialty, national chain stores and over 95 Sanrio boutiques. For more information, please visit [www.sanrio.com](http://www.sanrio.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. 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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