



**Press release – For Immediate distribution**

**MEGA BRANDS TO REPORT SECOND QUARTER 2010 RESULTS**

MONTREAL, August 4, 2010 - MEGA Brands Inc. (TSX: MB) will report its financial results for the Second quarter ended June 30, 2010 before markets open on August 11, 2010.

A conference call will be held at 9:00 a.m. on August 11, 2010 to discuss the results and business outlook. Participants may listen to the call by dialing (647) 427-7450 or 1 (888) 231-8191.

For those unable to participate, a replay will be available until August 20, 2010. The replay phone number is (416) 849-0833 or (514) 807-9274, access code 92430083.

**About MEGA Brands**

MEGA Brands is a trusted family of leading global brands in construction toys, games & puzzles, arts & crafts and stationery. MEGA Brands offers engaging creative experiences for children and families through innovative, well-designed, affordable and high-quality products. Visit [megabrands.com](http://megabrands.com) for more information.

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