



## **MEGA Brands Launches a Buildable World of Ultimate Battle, DRAGONS UNIVERSE™**

***Putting the power of building into the hands of kids everywhere, Dragons Universe makes its global introduction at retailers near you***

MONTREAL- August 10, 2010 - MEGA Brands (TSX: MB) is excited to announce the international launch of its all-new construction-toy line: Dragons Universe™.

The story of Dragons Universe starts on an isolated planet where the soldiers of the Alliance are under attack from the Predavors, an alien race of warlike Dragons. The Predavors have come in search of the Cores, glowing spheres that are the source of all power.

“With Dragons Universe, we have taken the classic play pattern of man vs beast and brought it into a futuristic world designed to appeal to today’s kids,” states Vic Bertrand, Chief Innovation Officer of MEGA Brands. “With Dragons Universe, boys six years and older can build a world filled with cool new technology and weapons, and create awesome battles with huge Dragons, heroic soldiers, amazing vehicles and even surprise role-play elements. And with our open-ended story line, boys can ultimately decide who will reign victorious.”

Kids will be immersed into the Dragons Universe brand through a 360 degree marketing campaign including television & online advertising, a microsite at [dragons.megabloks.com](http://dragons.megabloks.com), retail events and displays, an online comic book and other exciting initiatives.

The Dragons Universe product line introduces an incredible group of new characters, playsets, and fearsome dragons:

The entry point is the **Small Dragon Eggs and Alliance Pods**. At a SRP of \$6.99 (USD), this assortment features buildable Predavor Dragons or Alliance Speeders, each sold with a unique storage container.

The key collectible of the line is the **Large Dragon Egg** assortment, at a SRP of \$11.99 (USD). Each of these four big buildable Dragons, Clawripper, Blackheart, Torchwing and Tailspike, include removable weapons and real working missile launchers. The included storage container is a large dragon egg.

The Dragons Universe playsets range from SRP of \$19.99 to \$49.99 (USD), and each one includes characters, Dragons and buildable vehicles to let kids create their own battle scenes:

The **Rapid Fire Dragon Fighter** features the unique Flight Controller for precise aerial maneuvers that doubles as landing gear, real working weapon and Alliance and Predavor characters.

The **Deluxe Dual-Blast Dragon Hunter** ratchets up the action with twin firing weapons, Flight Controller landing gear, and awesome light and sound FX including multiple weapon sounds, light-up Engine Cores and realistic power-up, flight and landing sound effects. The battle rages with two Alliance soldiers and the Predavor Dragon Iceblaze.

The battle reaches epic proportions with the **Ultimate Action Dragon Destroyer**. The massive Alliance Warbyrd takes on two Predavor Dragons, Bloodclaw and Deadeye, with multiple missile launchers, dual Flight Controllers and incredible sound and light effects. And for the first time, kids can take an active part in the battle with the Dragon Blaster that detaches from the ship to bring true role-play into the world of Dragons Universe.

Dragons Universe is for children ages six and up and is available at major retailers across North America, including Wal-Mart, Toys “R” Us, Target, and Kmart.

For more information on Dragons Universe, please visit [dragons.megabloks.com](http://dragons.megabloks.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. Follow us on Twitter @megabrands.

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