



## **MEGA BLOKS UNVEILS NEED FOR SPEED CONSTRUCTION TOY LINE AT THE AMERICAN INTERNATIONAL TOY FAIR**

*MEGA Brands brings innovation and cutting-edge Quick Response mobile technology together*

MONTREAL/NEW YORK – February 13, 2011 – MEGA Brands Inc. (TSX: MB) launches its brand new Mega Bloks *Need for Speed*<sup>™</sup> Authentic Collector's Series today at the 2011 American International Toy Fair. Toy industry insiders will get a full preview of the much anticipated action-packed construction line hitting stores this summer.

Mega Bloks *Need for Speed* construction toy line combines the engaging content of the world's best-selling racing video game franchise with the core play pattern of vehicle building. *Need for Speed* building sets showcase some of the world most iconic and exotic sports cars such as the Audi R8, Nissan GT-R and Porsche Turbo.

"We are thrilled to announce with our partner, Electronic Arts the launch of the first construction toy line based on the *Need for Speed* franchise," said Vic Bertrand, Chief Innovation Officer of MEGA Brands. "This series will appeal to building fans and collectors alike with authentic vehicles and playsets that offer endless possibilities to build, race, customize and display!"

Mega Bloks *Need for Speed* will be one of MEGA Brands' first toy lines to create an enhanced shopping experience by including Quick Response (QR) code technology on product packaging. These QR codes allow kids and parents to instantly view product information, images, videos and instructions on a mobile site by scanning the code with their smartphone.

For more information on the Mega Bloks *Need for Speed* Authentic Collector's Series or other MEGA Brands products, please visit New York Toy Fair booth # 1365 or <http://www.megabrands.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.

The MEGA logo, Mega Bloks, Rose Art, MEGA Puzzles, MEGA Games and Board Dudes are trademarks of MEGA Brands Inc. or its affiliates.

### **About Electronic Arts**

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is a leading global interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices and the Internet. Electronic Arts markets its products under four brand names: EA<sup>™</sup>, EA SPORTS<sup>™</sup>, EA Mobile<sup>™</sup> and POGO<sup>™</sup>. In fiscal 2010, EA posted

GAAP net revenue of \$3.7 billion and had 27 titles that sold more than one million units. EA's homepage and online game site is [www.ea.com](http://www.ea.com). More information about EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

EA, EA SPORTS, EA Mobile, POGO and *Need for Speed* are trademarks of Electronic Arts Inc.

For more information on this new construction series, QR codes or to book an appointment at New York Toy Fair, please contact:

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