



TO: News editors, assignment editors, reporters and columnists: business, finance and investment news

FROM: MEGA Brands Inc.

DATE: October 23, 2006

TSX SYMBOL: MB

RE: News release – For immediate distribution

MEGA BRANDS TO DISCLOSE THIRD QUARTER RESULTS ON NOVEMBER 13, 2006

MONTREAL, October 23, 2006 - MEGA Brands Inc. (TSX: MB) will report its financial results for the third quarter ended September 30, 2006, before markets open on November 13, 2006.

An analyst conference call will be held at 9:00 a.m. on November 13th to discuss the results. Participants may listen to the call by dialing 1 (800) 814-4862.

For those unable to participate, a replay will be available until November 20, 2006. The replay phone number is 1 (416) 640-1917, access code 21206360#.

About MEGA Brands

MEGA Brands provides stimulating creative experiences for children and families through innovative, well-designed, affordable and high-quality products that are marketed worldwide under the leading brands MEGA BLOKS[®], ROSE ART[®], MAGNETIX[®] and BOARD DUDES[®].

The company designs, manufactures and markets high quality construction and magnetic toy sets, games and puzzles, activity and craft sets, art materials, boards, writing instruments, school supplies and stationery. MEGA Brands is headquartered in Montreal and present in 14 countries with sales in over one hundred. For more information, please visit <http://www.megabrands.com>.

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