



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

FROM: Mega Bloks Inc.

DATE: October 19, 2004

TSX SYMBOL: MB

RE: News release – For immediate distribution

**MEGA BLOKS TO DISCLOSE THIRD QUARTER RESULTS ON OCTOBER 28, 2004**

MONTREAL, October 19, 2004 - Mega Bloks Inc. (TSX: MB) announced today that the Company will disclose its financial results for the third quarter on October 28, 2004 after markets closure.

An analyst conference call will be held at 4:30 p.m. on October 28<sup>th</sup> to discuss the results. The call will last approximately 30 minutes. Participants may listen to the call by dialing 1 (800) 814-4860.

For those unable to participate, a replay will be available until November 4, 2004. The replay phone number is 1 (416) 640-1917 and the access code is 21098944#.

**About Mega Bloks**

Mega Bloks creates high quality, fun and educational construction toys that inspire kids and parents to play and learn together. The MEGA BLOKS® system features basic and themed construction toys for boys and girls of all ages. Headquartered in Montreal, Mega Bloks is a global organization employing approximately 1000 people with sales in over 100 countries.

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