



MEGA BRANDS WINS #1 POSITION IN UK CONSTRUCTION MARKET Introduces Strong Line-Up for UK Toy Fair

London, January 23, 2007 - MEGA Brands is delighted to report that 2006 saw it leap ahead of the competition to become the UK leader in toy building sets with an impressive 43% market share¹.

MEGA Brands attained the #1 position in the UK with a strong retail performance by its Mega Bloks® and Magnetix® brands during the peak selling Christmas season. The robust finish capped an excellent year in which MEGA Brands integrated Rose Art® products into its international portfolio, bringing more building toys into its offering.

Much of this success is due to the support that has been shown to us by our customers, says Sue Barratt, UK general manager, MEGA Brands. “We enjoy some great partnerships with our customers who have worked closely with us since 1985 to grow the Mega Bloks brand in the UK.”

MEGA Brands plans to maintain this momentum through continuing its collaboration with some of the most popular global licensed properties, together with innovative new product development. Included in the exciting 2007 product line-up for preschoolers are playsets based on Nickelodeon’s Dora and Diego as well as Disney Pixar’s Cars. For boys, MEGA Brands is launching building sets inspired by Spider-Man 3 and Pirates of the Caribbean 3, both scheduled for theatrical release in Spring, new innovations in the Magnetix building system and much more.

Marc Bertrand, President and CEO of MEGA Brands, said: “We are thrilled to be #1 in the UK, our largest international market. Thanks to a great performance at retail in the fourth quarter of 2006, MEGA Brands also beat the competition to become #1 in the construction category in Spain and Canada. We are clearly gaining momentum. With the support of our customers, we will continue to offer consumers the best product portfolio in all of our categories.”

UK Toy Fair (London) is from January 24-27, 2007. MEGA Brands can be found in Stand SE46.

Note to Editors

¹ According to data from NPD EPOS January 2007

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®.

We design, manufacture and market high quality construction and magnetic toy sets, games and puzzles, craft and activity 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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