



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

FROM: Mega Bloks Inc.

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RE: News release – For immediate distribution

Mega Bloks Inc. Helps Rebuild the Dreams of Hurricane Katrina Young Victims

MONTREAL (September 2, 2005)- In light of the recent devastations caused by Hurricane Katrina, Mega Bloks Inc. (TSX: MB), announced today that thousands of building toys will be delivered to children in the affected regions. Our toys will be donated to children who are exposed to widespread destruction and chaos in the wake of Hurricane Katrina.

“As emergency relief efforts are on their way, we turn to the children who are most impacted by this disaster,” said Marc Bertrand, CEO and chief operating officer for The Mega Bloks Group. “ We seek to ensure that the children of the region are given inspirational toys to help overcome the hardship and help rebuild their dreams. Our hearts go out to all the children and the families affected by the devastation. ”

As immediate relief and the need to build back what was lost are critical, Mega Bloks urges its customers and others interested in providing aid to the Katrina victims, to make an online donation to The Red Cross through the Mega Bloks websites. For more information on how to make a contribution to the victims of Hurricane Katrina, please visit:

www.megabloks.com.

About Mega Bloks Inc.:

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. For more information visit www.megabloks.com.

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Source: Mega Bloks Inc.

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