



MEDIA ADVISORY - MEGA Brands Annual Meeting

MONTREAL, June 5 - MEGA Brands is holding its Annual and Special Meeting of Shareholders at 10:30 a.m. on Thursday, June 7, 2007 at 4505 Hickmore, Saint-Laurent.

PHOTO OPPORTUNITY: 9:45 a.m. to 10:30 a.m.

Marc Bertrand, President and CEO, Vic Bertrand, COO, and Alain Tanguay, EVP and CFO, will be available prior to the meeting. Photographers will not be able to take pictures during the meeting.

ANNUAL AND SPECIAL MEETING: 10:30 - 11:30 a.m.

Presentations by Marc Bertrand, Vic Bertrand and Alain Tanguay. Reporters are invited to attend.

PRESS CONFERENCE - approx. 11:45 a.m.

Reporters are invited to a press conference to be held following the meeting in the Legend Room.

For further information: Harold Chizick
Director, Promotional Marketing and Public Relations
MEGA Brands
(514) 333-5555, ext. 338
hchizick@megabrands.com