



TO: Consumer Editors, Lifestyle Editors, News Directors, Assignment Editors,
Journalists and Columnists

FROM: Mega Bloks Inc.

DATE: November 4, 2003

TSX SYMBOL: MB

RE: News release – For immediate distribution

MEGA BLOKS® PRESCHOOL

New Product Lines For 2003!

(MONTREAL, November 4, 2003) Mega Bloks® Preschool Learning Toys combine basic building and stacking play with “smart” electronic features to create fun learning experiences for children 0 to 5 years. Numbers, letters, shapes and animals help children learn through interactive play.

Parents can choose from an array of wonderful educational and fun building toys.

- **Mega Play™**. Big blocks mean big fun for little kids, with giant-sized Adventure Castles, My Own Home™ and even a Disney Princess Palace™ only a few snaps away. Preschoolers can create their own play areas, with plenty of room inside for toys and friends. Each playset is completely customizable. For ages 3 and up.
- **Block Buddies™**. Children will love to act out their favorite stories, with this cheerful collection of lovable characters. Block Buddies are compatible with all other Mega Bloks® Preschool toys. Fun themes include Pets & Pals, Farm and Jungle, and there are three special Disney sets with figurines celebrating Winnie the Pooh, Disney Princesses and Lion King. For ages 1-5.
- **Mega Bloks® Disney**. What happens when North America’s most creative toy company teams up with the magicians of Disney? A wonderful new line of toys for preschoolers! Featuring big, colorful build-together pieces and some of Disney’s most beloved characters, these building toys will provide hours of imaginative and memorable play. With no small pieces, Mega Bloks® Disney is ideal for even the youngest Disney fan. Items include **Build with Pooh™**, **Build with Simba™**, **Pooh Tree House™** and **Cinderella’s Castle™**. For ages 1-5.
- **Tiny N’ Tuff™**. This is a new fun, cool vehicle family built on the Maxi block platform and easy for small hands to construct. The vehicles are “cute” with over accentuated features. For ages 1-5

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Mega Bloks® Preschool toys are available at major retailers across America, including Wal-Mart, Toys “R “ Us, Target, Kmart and KB Toys.

For additional information about Mega Bloks® Preschool toys, please call Bill Stoller at (201) 224-3737 or e-mail bill@publicityinsider.com.

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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.

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Click on images below to download from www.megabloks.com:



1200.jpg



1202.jpg



1240.jpg



553.jpg



841.jpg



843.jpg



1005.jpg



1006.jpg



1007.jpg



1103.jpg



1110.jpg



1101.jpg



1102.jpg



814.jpg



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LEGEND	
Product Name:	JPG Number:
Mega Play™ Giant Adventure Castle™	1200.jpg
Mega Play™ My Own Home™	1202.jpg
Mega Play™ Dinsey Princess Deluxe Palace™	1240.jpg
Block Buddies™ My Musical Farm™	553.jpg
Block Buddies™ Farm & Jungle	841.jpg, 843.jpg
Block Buddies™ Disney sets	1005.jpg, 1006.jpg, 1007.jpg
Build with Pooh™	1103.jpg
Build with Simba™	1110.jpg
Pooh Tree House™	1101.jpg
Cinderella's Castle™	1102.jpg
Tiny N' Tuff™ City Vehicles	814.jpg
Tiny N' Tuff™ Train	815.jpg
Tiny N' Tuff™ Boasts	816.jpg
