



**Press Release – For Immediate Publication**

**MEGA BRANDS APPOINTS AL HUNYADI AS PRESIDENT  
OF STATIONERY & ACTIVITIES**

**LIVINGSTON, NJ, April 5, 2007** – MEGA Brands Inc. (TSE: MB) today announced the appointment of Al Hunyadi as President, Stationery & Activities, of the Corporation, effective April 9, 2007. In this senior capacity, Hunyadi will lead the execution of the Corporation's Stationery & Activities initiatives worldwide. The MEGA Brands portfolio includes a broad range of leading creative products such as Rose Art® art materials, school supplies, creative coloring and craft kits, SRX® and USA Gold® writing instruments and the Board Dudes® family of presentation products.

"We are thrilled to have Al Hunyadi on our team. With his successful track record in the domestic and global stationery business, Al has the right experience and know-how to help us drive continued expansion and accelerate our market share and brand elevation plans," stated Vic Bertrand, COO of MEGA Brands. "There is tremendous growth potential for our products and Al has demonstrated that he has the leadership to drive MEGA Brands to new levels through retailer programs and operational excellence."

Hunyadi has over twenty-five years of experience in executive leadership roles with Hallmark and its subsidiaries, including Executive Vice President and COO of Binney & Smith (Crayola), and Group Managing Director of Hallmark Europe. Hunyadi will be based in Livingston, NJ, and will report to Vic Bertrand.

**About MEGA Brands**

MEGA Brands is a trusted family of leading global brands in construction toys, games & puzzles, arts & crafts and stationery. We offer engaging creative experiences for children and families through innovative, well-designed, affordable and high-quality products that deliver on our Creativity to the Rescue promise. For more information, please visit <http://www.megabrands.com>.

The MEGA logo, Creativity to the Rescue, Mega Bloks, Rose Art, Magnetix and Board Dudes are trademarks of MEGA Brands Inc. or its affiliates.

-30-

For more information:

FINANCIAL ANALYSTS  
AND BUSINESS MEDIA  
Alex Radmanovich  
(514) 333-3339 ext.745

TRADE MEDIA  
Carine Sroujian  
(514) 333-5555 ext. 669  
[csroujian@megabrands.com](mailto:csroujian@megabrands.com)