



**Press Release – For Immediate Publication**

**MEGA BRANDS APPOINTS KATHLEEN CAMPISANO  
AS EVP AND CHIEF MARKETING OFFICER**

**MONTREAL, April 23, 2007** – MEGA Brands Inc. (TSE: MB) announced today the appointment of Kathleen Campisano as Executive Vice-President and Chief Marketing Officer of the Corporation, effective April 23, 2007. As the Corporation's senior marketing and brand executive, Campisano will be responsible for the strategy, development and management of marketing initiatives for all brands within MEGA™ worldwide, including Mega Bloks®, Rose Art®, Magnetix® and Board Dudes®. In this capacity, she will work closely with the Corporation's global business teams on the development and implementation of growth strategies.

"We are delighted to have Kathleen join our team. She's a passionate individual with extensive marketing and brand management experience," stated Vic Bertrand, COO of MEGA Brands. "Kathleen is the right person to champion our relationship with consumers and build our global fan base centered around families who value creativity and child development."

Campisano has been building brands in executive leadership roles for over two decades with LeapFrog Enterprises, Fisher Price and Century Products Company. She will be based in Livingston, NJ.

**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.

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