

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

FROM: MEGA Brands Inc.

DATE: March 29, 2007

TSX SYMBOL: MB

RE: News release – For immediate distribution

**MEGA BRANDS RESCHEDULES RELEASE DATE
OF 2006 FINANCIAL RESULTS TO APRIL 2**

MONTREAL, March 29, 2007 - MEGA Brands Inc. (TSX: MB) will report its financial results for the fourth quarter and full year ended December 31, 2006 before markets open on April 2, 2007. This rescheduling is related to the finalization of reporting under Multilateral Instrument 52-109.

An analyst conference call will be held at 8:30 a.m. on April 2 to discuss the results. Participants may listen to the call by dialing **1 (800) 732-0232**.

For those unable to participate, a replay will be available until April 9, 2007. The replay phone number is **1 (416) 640-1917**, access code **21222125#**.

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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