



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

## **COMMAND OPS™**

**New For 2003!**

(MONTREAL, November 4, 2003) BUILD. COMMAND. CAPTURE™. That's what's in store for those who take on the challenge of Command Ops™!

In Command Ops™, kids build a fleet of land, sea and air operation vehicles, command a special mission and work to capture ultra-secret high-tech equipment that has fallen into the hands of the evil X-Ops. Using their wits and dexterity, Command Ops™ leaders “secure the future” in a series of heroic missions featuring toys they build and command. Command Ops™ features real working parts, uniquely designed and articulated action figures, and boundless challenges that require planning and teamwork. Command Ops™ is THE military building play set.

- **Satellite Capture (Chopper).** Includes working helicopter with real working mechanical pulley rope hatch, wind-up rotor blades, action figure, play set and satellite rescue item. Suggested retail price \$ 19.99.
- **Laptop Recovery (Ammunition Vehicle).** Features armored vehicle with spring loaded working weapon and pulley rope hatch, target, action figure, play set and laptop rescue item. Suggested retail price \$ 9.99.
- **Laser Recon (RIB).** Includes Rigid Inflatable Boat (that really floats!), spring loaded mortar weapons, playset, action figures, target and a laser reconnaissance item. Suggested retail price \$ 9.99.

Command Ops™ toys are for children ages 5 and up and are available at major retailers across America, including Wal-Mart, Toys “R” Us, Target, Kmart and KB Toys.

For additional information about Command Ops™ toys, please call Bill Stoller at (201) 224-3737 or e-mail [bill@publicityinsider.com](mailto: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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Source: Mega Bloks Inc.  
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5511.jpg



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#### **LEGEND**

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