



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® DISNEY**

### **New For 2003!**

(MONTREAL, November 4, 2003) 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 snap-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.

- **Build with Pooh™.** A large plush toy of everyone's favorite bear comes packaged with a rainbow assortment of blocks. Suggested retail price \$16.99.
- **Build with Simba™.** Featuring a large plush toy of the adorable cub from Disney's *The Lion King*, Building with Simba™ offers a variety of blocks in the crisp colors of nature. Suggested retail price \$16.99.
- **Pooh Tree House™.** Join Pooh and Eeyore for magical fun in the Hundred Acre Wood, with this bright collection. Fits in an easy-to-carry bucket so youngsters can take the magic of Pooh everywhere they go! Suggested retail price \$ 9.99.
- **Cinderella's Castle.** Create a fairy tale palace, with Cinderella and her enchanted pony. Lovely pastel-colored blocks and an easy-to-carry bucket make this the perfect toy for the young princess on the go. Suggested retail price \$ 9.99.

- **Disney Block Buddies™.** Invite your favorite friends from Pooh, the Lion King and Disney's Princesses over for some fun! These adorable characters fit perfectly with any Mega Bloks® Disney building toy. Suggested retail price \$ 9.99.

Mega Bloks® Disney is for children ages 1-5 and is available at major retailers across America, including Wal-Mart, Toys "R" Us, Target, Kmart and KB Toys.

For additional information about Mega Bloks® Disney, please call Bill Stoller at (201) 224-3737 or e-mail [bill@publicityinsider.com](mailto:bill@publicityinsider.com)

# # #

#### **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.

© 2003, Mega Bloks Inc. All trademarks referred to above are the property of Mega Bloks Inc. or used under license. {MEGA BLOKS and the MEGA BLOKS logo are the property of Mega Bloks Inc.}.

© Disney

Source: Mega Bloks Inc.

Website: [www.megabloks.com](http://www.megabloks.com)

- 30 -

#### **INFORMATION:**

Susan Spiegel, Director Mktg. Communications  
Mega Bloks Inc.  
(514) 333-3339, ext. 335  
[sspiegel@megabloks.com](mailto:sspiegel@megabloks.com)

Bill Stoller  
Stoller & Bard Communications  
(201) 224-3737  
[bill@publicityinsider.com](mailto:bill@publicityinsider.com)

Click on images below to download from [www.megabloks.com](http://www.megabloks.com):



1103.jpg



1110.jpg



1101.jpg



1102.jpg



1006.jpg



1007.jpg



1005.jpg

**LEGEND**

<b>Product Name:</b>	<b>JPG Number:</b>
Build with Pooh™	1103.jpg
Build with Simba™	1110.jpg
Pooh Tree House™	1101.jpg
Cinderella's Castle	1102.jpg
Disney Block Buddies™	1006.jpg, 1007.jpg, 1005.jpg