



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

DRAGONS™

New Items For 2003!

(MONTREAL, November 4, 2003) A major hit upon its introduction in 2002, Dragons™ combines fearsome creatures, brave warriors and spectacular playsets to create the ultimate fantasy toy. Kids create their own magical world where the Draigar, the Norvagen and the evil Vorgan armies are locked in a battle for the ages. The entire Dragons line features astonishingly detailed components, endless opportunity for creative role-play and possibilities as limitless as a child's imagination.

Now, just in time for Holiday 2003, Dragons takes a huge leap forward with an incredible group of new armies, playsets, dragons, and an all-new story line that introduces some of the most fearsome warriors this magical world has seen.

Here's what's new!

The new masters of the land are the Draigar, heroic warriors who guard their secrets behind the walls of **Draigar Castle™**, a massive and incredibly detailed playset (Suggested retail price: \$79.99). Their archenemies are the brutal Norvagen, who prowl the seas in the legendary **Man O'War™**, more than 1200 pieces help create one of the most memorable nautical models ever conceived (Suggested retail price: \$49.99). Both armies must stay on guard for the evil Vorgan – creatures that are neither human nor animal. To fall prey to the Vorgan means being held captive in the terrifying **Vorgan Stronghold™** (Suggested retail price: \$39.99).

The 2003 line also includes War Chests, Vorgan Attack™, Fire Mountain™, Marauder's Cliff™, Dragon's Tower™ and Sea Dragon™.

Dragons is for children ages 8 and up and is available at major retailers across America, including Wal-Mart, Toys “R” Us, Target, Kmart and KB Toys.

For additional information about Dragons, please call Bill Stoller at (201) 224-3737 or e-mail 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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9898.jpg



9895.jpg



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LEGEND	
Product Name:	JPG Number:
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Man O'War™	9895.jpg
Vorgan Stronghold™	9891.jpg
