



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 PLAY™** **New Items For 2003!**

(MONTREAL, November 4, 2003) Be a knight in a storybook castle...pretend you're a princess in a fairytale palace...make yourself at home in a stately mansion.

It's all possible, thanks to a remarkable new line of building toys – Mega Play™.

Mega Play™ is the largest modular, customizable and expandable play environment a child can build. Giant-size blocks lock together to create huge play areas that can be personalized for each child. The playsets can be taken apart and rebuilt again and again, with endless play possibilities and are compatible with Maxi Mega Bloks.

Here's where the fun starts:

- Step back into medieval times with the **Giant Adventure Castle™**. Build an imposing fort, a spectacular entry way fit for a king or any of countless other structures! Comes with colorful flags, gilded blocks and much more. Suggested retail price \$ 79.99.
- Rule the roost in **My Own Home™**. From a towering mansion to a cozy cottage with a walled-in courtyard, this playset offers endless possibilities. Includes windows that open and a colorful entryway banner. Suggested retail price \$ 79.99.
- Star in a fairy tale of your own in the **Disney Princess Deluxe Palace™**. A spectacular Cinderella Princess palace, brimming with hearts and flowers, this playset is the stuff of dreams – with that special touch of Disney magic! Suggested retail price \$ 99.99.

Each Mega Play™ set includes a booklet packed with ideas for making the most of this amazing system.

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Mega Play™ is for children ages 3 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 Mega Play™ 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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- 30 -

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LEGEND	
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