



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

**PROBUILDER®**  
**New Models For 2003!**

(MONTREAL, November 4, 2003) For Holiday 2003, the most exciting line of kid-friendly model replicas gets even hotter, with an amazing array of cool new PROBUILDER® vehicles.

Crafted for maximum authenticity, maximum creativity and maximum fun, PROBUILDER® replicas are big, colorful and perfect for even the youngest building enthusiast.

Here's some of what's new for Holiday 2003:

- **PROBUILDER® Racing Rig.** A gleaming new 18 wheeler pops its cover to reveal a high-tech racing garage! Build and re-build sleek racers, customize cool Cart speedsters and have hours of fun with the innovative new PROBUILDER® Racing Rig. Details include: Removable Rig shell, storage compartments, and down ramp. Play features include: Extra 'rain' tires; front and rear spoiler; repair and diagnostics platform. For ages 9 and up. Suggested retail price \$ 49.99.
- **PROBUILDER® Space Shuttle.** The men and women who explore the heavens aboard America's space shuttles are celebrated with this amazing model replica of Space Shuttle Endeavour. The replica features opening payload bay doors, extendible robotic arm, lab, satellite, payload pallet and authentic voice and sound effects. Like all PROBUILDER® models, the PROBUILDER® Space Shuttle offers great play value and is also a beautiful display-class model that will be the centerpiece of any room. For ages 7 and up. Suggested retail price \$ 79.99.

Also new for 2003 from Mega Bloks® PROBUILDER®:

- Multi-Builder Series Code Blue.
- Black Eagle Fighter Plane
- Bradley M2A3 Tank
- M1A1 Abrams Tank
- Formula racer
- Rally Car
- Dirt Bike
- Harley-Davidson® Softail®
- Harley-Davidson® V-Rod®
- Ford® GT

Due to popular demand Mega Bloks continues to offer the **PROBUILDER® FDNY™ Fire Truck**. Ride along with the men and women of the New York City Fire Department! This finely detailed replica of a state-of-the-art fire truck honors New York's bravest. Featuring officially licensed FDNY™ logos, the truck includes an extending ladder, opening accessory cabinets, working lights, four siren sounds and much more. A portion of the proceeds from the sale of each PROBUILDER® FDNY™ Fire Truck benefits the FDNY™ Fire Safety Education Fund. For ages 7 and up. Suggested retail price \$39.99.

PROBUILDER® products are available at major retailers across America, including Wal-Mart, Toys "R" Us, Target, Kmart and KB Toys.

For additional information about PROBUILDER® 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.  
Website: [www.megabloks.com](http://www.megabloks.com)

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**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)

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9744.jpg



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<b>LEGEND</b>	
<b>Product Name:</b>	<b>JPG Number:</b>
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Probuilder® Space Shuttle	9736.jpg
Probuilder® Harley-Davidson V-Rod	9973.jpg
Probuilder® FDNY™ Fire Truck	9735.jpg