



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

TRANSFORMING BLOK BOTS™

Relaunched With All New Items For 2003!

(MONTREAL, November 4, 2003) In a strange, fantastic world, two factions are locked in a fearsome battle for ultimate domination.

Welcome to the realm of Transforming Blok Bots™, where giant 12” fully articulated action figures transform into amazing futuristic weapon platforms -- and where the Cyborgs™ and the Mutroids™ stand toe-to-toe and duke it out!

- The human elements of the **Cyborgs™** are barely visible, yet the remnants of humanity exist in their computer-controlled minds and visible arterial systems. They feature big mechanical weapons, including a net launcher and grappling hook designed for battle against their ultimate foe.
- Mutations resulting from a computer crash caused the creation of the **Mutroids™**, armor plated warriors who know no mercy. Electronic neuro-pathways are replaced with ooze-squirting body parts. Includes super-rugged construction and highly detailed parts and accessories.

Joining the battle are the Cyborg and Mutroid Beasts – wild creatures that love to mix it up in battle.

Transforming Blok Bots Cyborgs and Mutroids™ include a full color comic book. For ages 7 and up. Available at major retailers across America, including Wal-Mart, Toys “R “ Us, Target, Kmart and KB Toys. Suggested retail price \$7.99-12.99.

For additional information about Transforming Blok Bots, 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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LEGEND	
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Mutroids™ Assortment	9374.jpg, 9365.jpg