



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

## **GREAT TOYS FOR UNDER \$10**

### **New Stocking Stuffer Ideas!**

(MONTREAL, November 4, 2003) Stuff your stockings with real excitement this year, with some very cool toys that each retail for under \$10!

Here's what some very lucky youngsters will find in their stockings on Christmas morning:

- **Block Buddies™ Farm & Jungle Assortments.** Adorable characters and animals combine with easy-to-assemble building pieces for hours of fun. For ages 1-5. Suggested retail price \$ 9.99.
- **ABC Train™.** All aboard for learning and laughter! The ABC Train makes learning the ABCs a real adventure. Features locomotive, two wagons and 26 colorful, snap-together letter blocks. For ages 1-5. Suggested retail price \$ 9.99.
- **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! For ages 1-5. Suggested retail price \$ 9.99.
- **Cinderella Building Bucket.** 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. For ages 1-5. Suggested retail price \$ 9.99.
- **Tiny N' Tuff™.** Whether it is a construction or a rescue vehicle, these fun and cool vehicle assortments are easy for small hands to construct. The vehicles are "cute" with over accentuated features. For ages 1-5. Suggested retail price \$ 9.99.

- **Alien Agency™ Outpost Assortment.** Those clever scientists from Alien Agency™ have lots of otherworldly happenings to investigate – but they have to do in secret. That’s why they created Alien Agency™ Outposts – innocent looking buildings that transform into ultra-cool labs. For under ten dollars, young investigators ages 6 and up can stretch their imaginations at the **Freaky Fill-Up™** gas station and the **Burger Barn™** fast-food restaurant. Suggested retail price \$ 9.99.
- **PROBUILDER® Racing Series.** Whether its all rugged terrain or a race down through the fantasy aisle, the PROBUILDER®’s Dirt Bike and Rally Car will give a challenge for the eager builders. Their authentic details, chromed accessory parts and inspirations from popular styles of rally cars in Europe will be winners to kids and kids-at-heart. For ages 6 and up. Suggested retail price \$ 7.99.
- **Transforming Blok Bots™ Beasts.** The Cyborgs and the Mutroids™ have some tough new warriors to battle. For the Cyborgs, it’s **Razortooth™**. The Mutroids counter with **Beastor™**. These fully articulated beast creatures feature rapid building and lots of attitude. For ages 7 and up. Suggested retail price \$ 7.99.
- **Power Rangers™ Ninja Storm Zord Assortment.** Build the mighty Hawk, Lion and Dolphin Zords - each Zord comes complete with a Power Ranger figure and weapon. The perfect stocking stuffer. For ages 5 and up. Suggested retail price \$7.99.
- **Command Ops™ Vehicle Assortment.** Secure the Future™! Only Command Ops™ provides kids the ultimate in rapid building land, sea, and air special operation vehicles. These assortment of **Laptop Recovery (Ammunition Vehicle)** and **Laser Reconnaissance (RIB)** features real working parts and purposeful missions that will make any kid a hero. For ages 6 and up. Suggested retail price \$ 9.99.
- **Dragons™ Vorgan Attack™.** Build the backdrop for a Vorgan raiding party – complete with an awesome beast dragon, 3 Vorgan fighters, and a light-up Power Crystal. For ages 7 and up. Suggested retail price \$ 9.99.
- **Dragons™ War Chest Assortment.** The War Chest assortment features 3 different toys – each contains 3 warriors from the Draigar, Norvagen or Vorgan armies together with shields, weapons and fun building elements – all in a collectible tin case. Suggested retail price \$ 4.99.

Mega Bloks products are available at major retailers across America, including Wal-Mart, Toys “R “Us, Target, Kmart and KB Toys.

For additional information about Mega Bloks, 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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841.jpg



843.jpg



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5601.jpg

5602.jpg



9717.jpg



9718.jpg



9737.jpg



9387.jpg



5711.jpg



5712.jpg



5511.jpg



9866.jpg

**LEGEND**

<b>Product Name:</b>	<b>JPG Number:</b>
Block Buddies™ Farm & Jungle Assortment	841.jpg, 843.jpg
ABC Train™	8966.jpg
Pooh Tree House™	1101.jpg
Cinderella Building Bucket	1102.jpg
Tiny n' Tuff™ Vehicles Assortment	822.jpg
Alien Agency™ Outpost Assortment	5601.jpg, 5602.jpg
ProBuilder® Racing Series	9717.jpg, 9718.jpg, 9737.jpg
Transforming Blok Bots™ Beasts	9387.jpg
Power Rangers™ Ninja Storm Zord Assortment	5711.jpg, 5712.jpg
Command Ops™ Vehicle Assortment	5511.jpg
Dragons™ War Chest Assortment	9866.jpg