



MEGA BRANDS UNVEILS HIGHLY ANTICIPATED NEW PRODUCT LINE FOR BOYS & COLLECTORS

Introducing Mega Bloks World of Warcraft, Halo Universe diecast and Power Rangers for 2012

MONTREAL/NEW YORK – February 12, 2012 – MEGA Brands Inc. (TSX: MB) showcases an exciting new line-up of Mega Bloks Boys & Collectors construction toys at the 2012 American International Toy Fair in New York City.

These new additions for fall 2012 include toys developed with world-leading partners:

- **Mega Bloks World of Warcraft:** Fans can bring the incredibly immersive story of World of Warcraft to life with highly-detailed customizable figurines, dragons, vehicles, battle-scenes & more with the **Mega Bloks World of Warcraft** collection coming in Fall 2012 (age 8+). Mega Bloks World of Warcraft is the exclusive construction toy collection based on the world's leading MMORPG (massively multiplayer online role-playing game).
- **Mega Bloks Halo Universe diecast:** Presenting the all-new Mega Bloks Halo Universe DIECAST "Metal Series" collector's line featuring small scale replica figurines and vehicles inspired by the Mega Bloks Halo construction line. The new action-diecast Halo Universe vehicles include moving parts and add a highly collectible element to the line. Each set includes an authentic zinc figurine and terrain plates to create your own battle. (age 8+).
- **Mega Bloks Power Rangers Super Samurai:** New for Fall 2012 is the Power Rangers Super Samurai line. Taking Power Rangers Samurai to the next level, this collection includes the iconic heroes, villains and locations from the hugely popular TV show, allowing kids to recreate their favourite scenes with build-and-rebuild playsets and collectible characters.

"We are thrilled to team up with world leading brands such as World of Warcraft, Halo and Power Rangers," said Vic Bertrand, Chief Innovation Officer of MEGA Brands. "We hope that building fans and collectors alike will appreciate the authenticity in our playsets that continue to offer endless possibilities to build, collect, customize and display."

For more information on Mega Bloks Boys and Collectors products, please visit MEGA Brands at the American International Toy Fair, booth # 753 or <http://www.megabrands.com>.

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About MEGA Brands

MEGA Brands is a trusted family of leading global brands in construction toys, games & puzzles, arts & crafts and stationery. They offer engaging creative experiences for children, families and collectors through innovative, well-designed, affordable and high-quality products. Visit: megabrands.com for more information. Follow us on Twitter @megabrands.

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