

## MEGA Brands Announces Voluntary Recall

MONTREAL, March 17, 2008 - MEGA Brands Inc. (TSX: MB), in cooperation with the U.S. Consumer Safety Product Commission (CPSC), announced today that it will be conducting a voluntary global recall of MagnaMan Action Figures and Magtastik and Magnetix Jr. Pre-School Magnetic Toys due to the aspiration and intestinal hazards posed by ingested magnets. Magnets in small flexible parts of the toys can detach. Magnets found by young children can be swallowed or aspirated. If more than one magnet is swallowed, the magnets can attract each other and cause intestinal perforations or blockages, which can be fatal.

MEGA Brands and CPSC are aware of 44 reports in the United States of magnets coming loose, including one report of a 3 year-old boy receiving medical treatment to remove a magnet from his nose and one report of an 18-month old found with a single magnet in his mouth, which was not swallowed.

In this voluntary recall and replacement program being conducted in cooperation with the CPSC, consumers are being instructed to stop using the recalled toys and return them to MEGA Brands for a free replacement toy.

The design of the product lines affected by these recalls predates the redesign of the Magnetix building system by MEGA Brands in 2006. MagnaMan and Magnetix Jr. sets are no longer in production.

The recalled products represent sales of approximately \$7 million in 2007. Costs related to these recalls will be reflected in the company's fourth quarter 2007 financial results.

### **About MEGA Brands**

MEGA Brands is a trusted family of leading global brands in construction toys, games & puzzles, arts & crafts and stationery. We offer engaging creative experiences for children and families through innovative, well-designed, affordable and high-quality products that deliver on our Creativity to the Rescue promise. For more information, please visit <http://www.megabrands.com>. The MEGA logo, Creativity to the Rescue, Mega Bloks, Rose Art, MagNext and Board Dudes are trademarks of MEGA Brands Inc. or its affiliates.

For further information:

#### **Investor Relations**

Eric Phaneuf  
VP, Corporate Development  
MEGA Brands  
(514) 333-5555, ext. 2538  
[ephaneuf@megabrands.com](mailto:ephaneuf@megabrands.com)

#### **Media**

Harold Chizick  
Director, Corporate Communications  
MEGA Brands  
(514) 333-5555, ext. 2338  
[hchizick@megabrands.com](mailto:hchizick@megabrands.com)

