

MEGA Brands, Intertek Partners on New Safety Effort

Major Toy Company, leading quality and safety lab, partner to strengthen real world toy safety testing

Montreal, March 18, 2008 – MEGA Brands Inc. (TSX: MB), is proud to announce today that it will be partnering with Intertek, one of the leading international provider of quality and safety services, in the design development and manufacturing control of all new products. The new partnership will apply state of the art design review and statistical quality assurance to all of MEGA Brands' new products. MEGA Brands children's products will be subjected to the most stringent safety process in the industry.

"Children's safety is our number one priority, " stated Marc Bertrand, President and Chief Executive Officer of MEGA Brands. "MEGA Brands is committed to creating the highest safety standards in the toy industry and passionate about our ambitious goal of zero defects. Through our partnership with Intertek, one of the worlds leading independent testing laboratory, this year we will launch a new magnetic system that not only meets, but also exceeds all current global safety standards."

Currently, Intertek Risk Assessment & Management is working closely with MEGA Brands and its' suppliers to provide quality assurance services with regard to new product development and factory auditing. Through this new partnership, Intertek Risk Assessment & Management will provide in-depth expertise, innovative technologies and patented safety techniques to support MEGA Brands and their suppliers on:

- Regulatory compliance requirements
- Product testing methodologies
- Process control measures
- Essential safety requirements
- Appropriate quality assurance procedures.

Utilizing extensive research, technologies, and foreseeable use evaluations, Intertek Risk Assessment & Management's expert engineers and scientists will create real world testing scenarios to evaluate the specific safety hazards of products. Such technologies include:

- Ingestion gauge evaluation
- Bite and tear testing
- Compression testing
- Impact testing
- Extensive chemical reviews

This new effort comes on top of MEGA Brands existing safety measures:

- MEGA Brand's maintains more than 50 in-house employees dedicated who check product quality from design to production.
- MEGA Brand's product lines are sent out for independent safety testing.
- MEGA Brand's has a zero tolerance policy for all third party vendors.
- MEGA Brand's uses state of the art testing equipment for all in-house testing

"We're proud to partner with MEGA Brands to help them achieve their goal of developing a new zero defects program that will set the highest safety standard in the toy industry," expressed Gene Rider, Vice-President of Intertek.

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 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.

About Intertek

Intertek is a leading provider of quality and safety solutions serving a wide range of industries around the world. From auditing and inspection, to testing, quality assurance and certification, Intertek people are dedicated to adding value to customers' products and processes, supporting their success in the global marketplace. Intertek has the expertise, resources and global reach to support its customers through its network of more than 1,000 laboratories and offices and over 21,000 people in 110 countries around the world.

www.intertek.com/ram

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