



Press Release - For Immediate Distribution

MEGA BRANDS FINALIZES CREDIT FACILITY AMENDMENTS

MONTREAL, March 31, 2008 – MEGA Brands Inc. (TSX: MB) (the "Corporation") is pleased to announce today that it has received lender approval for certain amendments to its senior secured credit facilities (the "Credit Facilities") maturing in 2012 (the "Credit Agreement").

The amendment waives the funded debt to EBITDA ratio covenant and the fixed charge coverage ratio covenant as of December 31, 2007 and until September 30, 2008, inclusively. Furthermore, through this amendment, the lenders consent to the sale of the Stationery and Activities business and to the release of the liens on the assets sold provided that the net consideration received from this sale will be used to make prepayment offers to the current lenders. In addition, the EBITDA definition has been amended and a new financial covenant is added whereby the Corporation will have to maintain a minimum cumulative EBITDA at the end of each of its second, third and fourth financial quarters of its 2008 financial year.

The Corporation believes these amendments provide the necessary financial flexibility to implement the previously announced Value Enhancement Plan and to conduct the sale of the AST business through an orderly process.

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, MAGNETIX, BOARD DUDES and MAGNEXT are trademarks of MEGA Brands Inc. or its affiliates.

Forward-looking Statements

All statements in this press release that do not directly and exclusively relate to historical facts constitute "forward-looking statements". These statements represent the Corporation's intentions, plans, expectations and beliefs. In certain instances, these statements require us to make assumptions and there is significant risk that these assumptions may not be correct. Furthermore, these statements are subject to risks, uncertainties and other factors, many of which are beyond the Corporation's control. The Corporation disclaims any intention or obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, other than as required by applicable legislation. Readers are cautioned not to place undue reliance on these forward-looking statements. More information about the risks that could cause our actual results to significantly differ from our current expectations can be found in the "Risks and Uncertainties" section of our annual 2007 MD&A.

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