



MEGA Brands to Host Investor and Analyst Day

- WHO:** MEGA Brands Executive Team
- WHAT:** MEGA Brands' Investor and Analyst Day – MEGA Brands will provide a strategic and financial overview of its business, including its Value Enhancement Plan, the performance of its core assets and strategies for growth. MEGA Brands will also take you through its 2008 product line-up, highlighting growth strategies for 2008 and beyond.
- WHEN:** Tuesday, December 11, 2007 from 10:00am to 2:00pm
- WHERE:** MEGA Brands headquarters
4505 Hickmore,
Montreal, Quebec
H4T 1K4

Note: MEGA Brands' Investor and Analyst Day is by invitation only. All who wish to attend must RSVP before the event. For competitive reasons, attendance will be restricted to institutional investors and analysts who have confirmed their attendance prior to Friday, December 7th, 2007.

A live audio webcast of MEGA Brands' Investor and Analyst Day will be broadcast at <http://www.newswire.ca/en/webcast/>. An archive of the webcast will be available within 24 hours of the end of the event and can be viewed at the same link.

For more information or to confirm your presence:

ANALYSTS AND INVESTORS

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