



TO: News editors, assignment editors, reporters and columnists: business, finance and investment news

FROM: MEGA Brands Inc.

DATE: March 12, 2007

TSX SYMBOL: MB

RE: News release – For immediate distribution

MEGA BRANDS TO REPORT FOURTH QUARTER AND FULL YEAR 2006 RESULTS

MONTREAL, March 12, 2007 - MEGA Brands Inc. (TSX: MB) will report its financial results for the fourth quarter and full year ended December 31, 2006 before markets open on March 30, 2007.

An analyst conference call will be held at 8:30 a.m. on March 30th to discuss the results. Participants may listen to the call by dialing **1 (800) 732-0232**.

For those unable to participate, a replay will be available until April 7, 2007. The replay phone number is **1 (416) 640-1917**, access code **21222125#**.

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 and Board Dudes are trademarks of MEGA Brands Inc. or its affiliates.

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