

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

FROM: MEGA Brands Inc.

DATE: March 29, 2007

TSX SYMBOL: MB

RE: News release – For immediate distribution

MEGA BRANDS COMMENTS ON COMPLAINT

MONTREAL, March 29, 2007 – MEGA Brands Inc. (the “Corporation”) has learned that Plastwood s.r.l. and Plastwood Corporation have filed a complaint against Rose Art Industries, Inc., (“Rose Art”) and MEGA Brands in the United States in the Western District of Washington. The complaint is based in significant part on representations alleged to have been made prior to the Corporation’s acquisition of Rose Art. The complaint does not provide support for Plastwood's allegations of its own lost sales and other consequences. The Corporation believes it has valid defenses to the complaint and intends to defend the action vigorously.

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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For more information:
Alex Radmanovich
(514) 333-3339 ext. 745