



**TOY SAVVY YOUNGSTERS COMPETE IN MAGNEXT™
BUILDING COMPETITION AT TOYS“R”US STORES
NATIONWIDE**

***MEGA Brands Building Competition on August 16 to Celebrate Launch of Next
Generation of Magnetic Construction Line***

MONTREAL, Tuesday, August 12, 2008 - MEGA Brands Inc. (TSX: MB) is excited to announce the launch of its highly anticipated new line of magnetic construction toys, MagNext. To celebrate the new line's arrival in stores, MEGA Brands is holding a nationwide building contest in over 550 Toys“R”Us locations across America.

The Fastest Builder in America Contest 2008 will take place at local Toys“R”Us stores across the U.S. on Saturday, August 16 from 11:00 am to 1:00 pm and is open to kids six to ten years of age. Free MagNext samples will be handed out to all participants while supplies last. The competition will encourage children to have fun as they engage in creative magnetic play.

MagNext is the first magnetic construction system to have no small parts that contain magnets, setting a new standard in the toy industry, both in terms of safe magnetic play and innovation in the magnetic construction category. It is also the first toy to carry the new Intertek safety certification seal, which certifies that MagNext has been extensively tested and validated from design to market, meeting or exceeding all global standards.

“We are thrilled by the tremendous enthusiasm we have received from retailers and the media, and are excited that MagNext is finally hitting the market,” expressed Marc Bertrand, President and Chief Executive Officer of MEGA Brands. “Magnets in toys provide children with magical play possibilities and this new magnetic system will allow children to build bigger, stronger and faster than ever before.”

For further information on the contest, please visit www.gomagnext.com.

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, Magnetix, Rose Art, MagNext and Board Dudes are trademarks of MEGA Brands Inc. or its affiliates.

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