

Press Release – For Immediate Distribution

**MEGA BRANDS WILL FILE ITS SECOND QUARTER
FINANCIAL RESULTS ON AUGUST 18, 2008**

MONTREAL, August 13, 2008 – MEGA Brands Inc. (TSX: MB) announces that it will file its second quarter financial statements and all related documents on Monday, August 18, 2008.

The private placement announced on Monday, August 11, 2008 includes, as a closing condition, the approval of certain covenant waivers from lenders with regards to credit agreements that will have material impact on the notes to the financial statements and the MD&A for the period ended June 30, 2008. Postponing the filing of the financial statements and management discussion and analysis for two business days will provide the Corporation with sufficient time to finalize the transaction and properly report it as material subsequent events for the second quarter.

An analyst conference call will be held at 9:00 a.m. on August 19, 2008 to discuss the results. Participants may listen to the call by dialing 1 (800) 814-4862. For those unable to participate, a replay will be available until August 26, 2008. The replay phone number is 1 (416) 640-1917, access code 21278141#.

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.

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