



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

FROM: Mega Bloks Inc.

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MEGA BLOKS INC. NAMED TOYS “R” US VENDOR OF THE YEAR

MONTREAL, February 19, 2004 — Mega Bloks Inc. (TSX: MB) has been named Vendor of the Year by the world’s largest dedicated toy retailer, Toys “R” Us, Inc. (TRU:NYSE). The award is handed out annually to vendor partners who exemplify the retailer’s commitment to being the leading resource for kids, families and fun. Mega Bloks is a repeat winner of this honour.

“It is always satisfying to receive this kind of recognition from such an authority on children’s products as Toys “R” Us, and we credit our whole team for this achievement”, said Vic Bertrand, Executive Vice President and COO of Mega Bloks. “It was nice to receive this credit during the American International Toy Fair this week in New York, where we had the opportunity to showcase our largest ever and most diverse new product offerings to customers from around the world,” he added.

About Mega Bloks Inc.

Mega Bloks Inc. creates high quality, fun and educational construction toys that inspire kids and parents to play and learn together. The MEGA BLOKS® system features basic and themed construction toys for boys and girls of all ages. Headquartered in Montreal, Mega Bloks Inc. is a global organization employing approximately 1000 people with sales in over 100 countries.

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– 30 –

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