



## **MEGA BRANDS PARTNERS WITH INTERTEK TO EXCEED CURRENT SAFETY STANDARDS**

*Latest Toy – MagNext™ – Designed to Meet Stricter Magnetic Toy Safety Standards*

Montreal, February 17, 2008 – MEGA Brands Inc. (TSX: MB) announced today that they have teamed up with Intertek, one of the world’s leading testing authorities, to develop a first of its kind ingestion gauge, and that they will unveil a new line of magnetic construction toys at New York Toy Fair.

The announcements are being made jointly since the partnership between MEGA Brands and Intertek on the new ingestion gauge led to the development of MEGA Brands’ latest magnetic construction system, MagNext. This new safety gauge will ensure that MEGA Brands’ magnetic construction system exceeds all current magnetic toy safety standards.

Intertek’s Risk Analysis and Management team used 20 years worth of research and data from 47 children’s hospitals around the world focusing on the size, shape, and consistency of ingested objects along with the outcome, to recommend MEGA Brands’ sophisticated gauge criteria.

The result is MagNext, a product line that meets a strict safety criteria based on size, shape, weight and design. MagNext will set a new standard in the toy industry, both in terms of safe magnetic play and innovation in the magnetic construction category. This revolutionary system has been designed to have no magnetic parts that can be swallowed. MagNext will allow for the safest possible magnetic play and will make it possible for children to create bigger, stronger and faster builds.

“We are dedicated to the mission of developing a magnetic construction system with no small parts that contain magnets,” says Marc Bertrand, President and Chief Executive Officer of MEGA Brands. “Magnets in toys provide children with magical play possibilities and, as the leader in the category, we are committed to making it the safest play experience possible.”

The design of the core MagNext pieces has been tested and analyzed by Intertek. In addition to leading the way in safety with the new ingestion test, the manufacturing process for these parts has improved. The magnets are now insert-molded into the plastic parts.

“We’re proud to say that we worked with MEGA Brands to help them achieve their ambitious goal of developing a new zero design defects program that will exceed the highest safety standard in the toy industry,” expressed Gene Rider, Vice-President of Intertek.

MEGA Brands and Intertek will host a press preview and Q&A period on Sunday February 17, 2008 at 11:30 am at the Jacob Javits Convention Center in New York, room number 1E17, on the opening day of Toy Fair.

### **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, MagNext and Board Dudes are trademarks of MEGA Brands Inc. or its affiliates.

### **About Intertek**

Intertek is a leading international provider of quality and safety services to a wide range of global and local industries. Partnership with Intertek brings increased value to customers' products and processes, ultimately supporting their success in the global market place. Intertek has the experience, expertise, resources and global reach to support its customers through its extensive network of laboratories and offices and over 20,000 people in more than 100 countries around the world. For further information, visit [www.intertek.com](http://www.intertek.com).

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