



**MEGA BRANDS AND W!LDBRAIN ENTER INTO GLOBAL MULTI-YEAR
LICENSING PARTNERSHIP TO DEVELOP CONSTRUCTION SETS BASED ON
THE POPULAR PRESCHOOL TELEVISION SERIES
*YO GABBA GABBA!***

BEVERLY HILLS/MONTREAL, October 22, 2008 – MEGA Brands Inc. (TSX: MB) is excited to announce today that it has entered into a multi-year international licensing partnership with W!LDBRAIN, the award-winning entertainment company that develops and produces television programming, motion pictures, commercial content and licensed merchandise, to develop construction sets based on the hit preschool television series *YO GABBA GABBA! YO GABBA GABBA!*, produced by The Magic Store and W!LDBRAIN, airs weekdays at 11:30 a.m. ET/PT on Nickelodeon. *YO GABBA GABBA!* also airs in several major international territories, including Australia, Canada, Israel, Latin America, New Zealand, South Africa and the U.K.

Under the multi-year agreement, MEGA Brands obtains the rights to develop an assortment of construction sets, including buildable playsets based on the characters and storylines of the highly successful series. The new licensed product offerings will launch worldwide in fall of 2009.

“W!LDBRAIN’s and MEGA Brands’ mutual commitment of delivering children’s programming and products that foster imagination, creativity and development, and the strong addition to our diverse portfolio of products makes this a perfect fit,” said Vic Bertrand, Chief Innovation Officer of MEGA Brands. “We are excited to bring *YO GABBA GABBA*’s beloved characters to life for children around the world through the power of building blocks.”

“We are thrilled that MEGA Brands, the leader in the construction category, is bringing the *YO GABBA GABBA!* universe to life through construction toys that will encourage parents and children to create together,” said Michael Polis, Chief Marketing Officer, W!LDBRAIN.

Recently named one of the "Top 10 TV Shows" of 2007 by TIME magazine, *YO GABBA GABBA!* premiered on Nickelodeon in the U.S. on August 20, 2007. The show is produced by The Magic Store and W!LDBRAIN. Christian Jacobs and Scott Schultz are the series co-creators. The magazine-format series infuses retro-style and beat-driven music to teach simple life lessons through a vibrant world of puppet characters who play and dance as soon as they hear the magic words, “*YO GABBA GABBA!*” The series stars DJ Lance Rock (Lance Robertson) and a cast of colorful characters, including: Brobee, the little green one, Foofa, the pink flower bubble, Muno, the red Cyclops, Toodee, the blue catdragon and Plex, the yellow robot. *YO GABBA GABBA!* features over 100 original songs, unique animations, an impressive lineup of musical talent and celebrity guest stars including Laila Ali, Tony Hawk, Nikki Flores, Sean Kingston, Elijah Wood, Biz Markie, Mark Mothersbaugh, Mya, Rahzel, The Shins, Sugarland and others. *YO GABBA GABBA!* also features an eclectic mix of unique music genres, including, Pop, 80s, Electronic, New Wave, British Invasion, Hip Hop and more. *YO GABBA GABBA!* is recommended as a trusted program for preschoolers by The

Smart Television Alliance, a non-profit organization comprised of leading non-profit children's media organizations including Common Sense Media, Parents' Choice Foundation, Parents Television Council and Coalition for Quality children's Media: KIDS FIRST!.

About MEGA Brands

MEGA Brands is a trusted family of leading global brands in construction toys, games & puzzles, arts & crafts and stationery. They offer engaging creative experiences for children and families through innovative, well-designed, affordable and high-quality products that deliver on our Trusted Brands promise. Visit <http://www.megabrands.com> for more information.

The MEGA logo, A Family of Trusted Brands, Mega Bloks, Rose Art, MagNext and Board Dudes are trademarks of MEGA Brands Inc. or its affiliates.

About W!LDBRAIN

Founded in 1994, W!LDBRAIN is an award-winning entertainment company that develops and produces unique and compelling content across the media spectrum. Powered by its distinctive pool of talented animators and directors renowned for blending traditional animation methods with state-of-the-art computer graphics, the studio and its creative team have consistently won top industry awards. In film, W!LDBRAIN has garnered numerous awards, including an Annie for its computer graphics short film *Hubert's Brain*. In television, the studio has produced an exceptional slate of original work, including the hit series *YO GABBAGABBA!*, airing weekly on Nickelodeon's award-winning programming block for pre-schoolers and *Higglytown Heroes*, the top-rated and critically acclaimed animated series airing daily on the Disney Channel. As one of the nation's foremost producers of animated commercials, W!LDBRAIN has won Clios, Addys, BDA Awards and Annies for their commercial work, reinvigorating classic brands for leading companies including The Coca-Cola Company, Honda, Kraft and Nike. W!LDBRAIN also creates and distributes collectible merchandise through its subsidiary Kidrobot, planet Earth's premier creator and retailer of limited edition toys, clothing, mini-figures, artwork and books.

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