

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

FROM: Mega Bloks Inc.

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RE: News release – For immediate distribution

GAME OVER: SUPREME COURT OF CANADA SIDES WITH MEGA BLOKS IN LEGO APPEAL

MONTREAL, November 17, 2005 – Mega Bloks Inc. (“Mega Bloks”) (TSX: MB) has learned that the Supreme Court of Canada today released a decision (File number 29956) dismissing an appeal brought by Kirkbi AG and Lego Canada Inc. (“Lego”) from a July 14, 2003 decision of the Federal Court of Appeal in a passing off action which Lego had launched against Mega Bloks, then known as Ritvik Holdings Inc., in 1996.

The Supreme Court decision brings to a close the trademark dispute which Mega Bloks has now won at every level of court. Lego had alleged that Mega Bloks infringed so-called common law trademark rights that Lego asserted in the look of the connecting knobs of its interlocking building blocks.

About the Mega Bloks Group

The Mega Bloks Group of companies under the MEGA BLOKS and ROSE ART brands, produces high quality, fun and educational toys, crafts, stationery and school supplies that stimulate kids, caregivers and educators to play and learn together under a unique creative platform. Headquartered in Montreal, Mega Bloks is a global organization with a presence in 14 countries and sales in over a hundred.

[MEGA BLOKS and the MEGA BLOKS logo are registered trademarks of Mega Bloks Inc.]

For further information:

Eric Phaneuf
Director of Finance & Investor Relations
(514) 333-3339, ext. 745

Brahm Segal
Corporate Secretary
+41 41 725 4192

Source: Mega Bloks Inc.
Website: www.megabloks.com