

***Matrix Capital Markets Group Announces
the Successful Sale of Board Dudes, Inc.***



RICHMOND, VA – January 24, 2006 – Matrix Capital Markets Group, Inc. announced today that it has successfully completed the sale of Board Dudes, Inc. to Rose Art Industries, Inc., a wholly owned subsidiary of Mega Bloks, Inc. (TSX: MB). Ben Hoch, Chief Executive Officer, and Mike Cerillo, President, the original founders of Board Dudes and the creative force behind the enormous success of the company, will continue to manage the business on a day-to-day basis and are assuming senior management roles within the stationery and activities division of Mega Bloks.

Matrix served as the exclusive financial advisor to the shareholders of Board Dudes. According to Bill Weirich, Managing Director and Principal of Matrix Capital Markets Group, “The sale of Board Dudes is a great example of current conditions in the M&A market for high-growth branded consumer product companies. We received a great deal of interest, both from strategic buyers and the private equity community, which ultimately led to a successful transaction with Mega Bloks.” Bryan Johnson, Vice President of Matrix Capital Markets Group, added, “Ben and Mike have worked diligently over the past several years to build what proved to be a very attractive acquisition candidate. The rapid growth and success of Board Dudes is a testament to their management and leadership skills and their ability to design creative new products for the school, home and office products industry.”

Mike Cerillo, President of Board Dudes said, “Bill and Bryan from Matrix provided outstanding guidance to us during this transaction. They were professional, informative and personable, making the process extremely easy and comfortable for Ben and me. Their industry knowledge and financial expertise helped us maximize our marketability.” Ben Hoch, CEO of Board Dudes, added, “Matrix was wonderful throughout the entire process. I was very pleased with their expertise and ability to adapt to our specialized needs in this transaction. I can honestly say, Bill and Bryan (The Sales Dudes) made the sale of our company fun!”

Board Dudes, based in Corona, California, designs and distributes an innovative range of branded products for the school, home and office supply markets. Their primary product categories include dry erase boards, cork boards, foam boards, school and locker products, educational products for children, novelty items and storage products sold under the Board Dudes[®], Locker Dudes[®] and related brands. These goods are sold in mass retail and specialty channels throughout the U.S. and Canada.

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About Matrix Capital Markets Group

Matrix Capital Markets Group is a leading middle market investment bank headquartered in Richmond, Virginia. Since our founding in 1988, Matrix has served privately held companies and specializes in merger & acquisition and financial advisory services including exclusive sales and divestitures, management buyouts, and debt & equity placements. For additional information visit our website <http://www.matrixcapitalmarkets.com>

NEWS RELEASE

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