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PRESS RELEASE

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**UNCLE MILTON SET TO EXPLORE NEW WORLDS OF FUN
AT THE AMERICAN INTERNATIONAL TOY FAIR**

Creative new products include the National Geographic Outdoor Explorer Series, Nat Geo WILD and John Deere inspired toy lines, the light-up Earth In My Room and Fireworks Lightshow!

LOS ANGELES (February 8, 2012) – Uncle Milton Industries, a leading manufacturer of educational science and nature toys for over fifty years, is set to debut its most expansive and adventurous line of toys to date at the American International Toy Fair in New York City from February 12-15, 2012 (booth #2233 Full Press Kit available here <http://www.virtualpressoffice.com/kit/w3mr>).

“This is a very exciting time in the history of the company,” said Frank Adler, president of Uncle Milton Industries. “We are introducing over 50 new products across 10 featured brands, including National Geographic and John Deere, both new to Uncle Milton. Our team has delivered exciting and compelling products that will thrill both consumers and retailers alike!”

Highlights of the 2012 Uncle Milton line

The **National Geographic™ Outdoor Explorer Series** launches just in time for spring with nine innovative items that inspire youth to explore the natural world around them. From imaginative clip-on Expedition Shoe Lights™ that light a bright path at night, to an All-Terrain Nature Collector™ for gathering insects in the field, the line is fascinating fun for every young explorer! Four new items will be added to the Series in the fall, including an authentic Explorer’s Torch with a realistic flickering flame! Ages 5+

The **Nat Geo WILD™** brand roars onto the scene this fall with products inspired by and patterned after exotic and wild animals of the jungles, rainforests, oceans and outback. Highlights include a Curl and Coil™ Snake Light, Big Dig Bear Claw™, and an Anteater Bug Vac™ to collect and observe live bugs (in its “tummy” chamber) that looks just like the real thing! Ages 4+

The new **John Deere** line of farm inspired toys and insect habitats will “change the landscape” of play this fall! An evergreen brand that stands for superior quality, integrity and innovation linked to the land, products include fun Farm Dough™ modeling clay with farm animals and vegetables mixed-in, an Ant Farm® featuring the classic John Deere tractor, and Rooty’s Root Farm™, where you can watch bean sprouts and other vegetable roots grow in a nutrient-rich gel! Ages 4+

Uncle Milton’s popular **In My Room™** line welcomes two exciting new products for 2012. Building on the phenomenal worldwide success of the original *Moon In My Room®*, the company is thrilled to introduce Earth In My Room™, an authentically detailed earthscape featuring a luminous effect that is out of this world! And, Fireflies In My Room™ will turn any child’s room into a magical place, as these light-up “creatures” randomly twinkle in the dark. Ages 6+

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The Force continues to be strong as the **Star Wars™ Science** line features an impressive double-bladed lightsaber room light as used by Darth Maul in *Star Wars Episode 1: The Phantom Menace*, coming back to theatres in 3D on February 10, 2012. Later this year, the Force™ Glove will allow young Jedi's to perform the Force Push and Force Pull, and high-bounce Anti-Gravity Balls™ will feature new Star Wars caricatures that will excite collectors of all ages! Ages 4+

And for a the “Grand Finale”, the **Fireworks Lightshow** brand bursts onto the toy scene with four new items for fall, including a Roman Candle Fireball Blaster™, a high-flying Dragonfire Night Rocket™, and a Light Frenzy Sparkler™! The centerpiece of this newly created line is the 2011 hit, Fireworks Lightshow In My Room™, which continues to generate rave reviews and excitement at retail! Ages 4+

That's only the beginning, with new products featuring **National Geographic Kids Ultimate Dinopedia**, the classic **Genuine Ant Farm® Brand**, scary favorite **Horrible Pets™**, and so much more, the fun never ends when you explore and play in the world of Uncle Milton!

About Uncle Milton Industries

Founded in 1946, Uncle Milton creates, produces and markets proprietary and licensed toys that have outstanding play value and maximum kid-appeal. Since its introduction in 1956, the Ant Farm® brand ant habitat has grown to become a universally recognized icon in popular culture. Building on the quality and innovation of their flagship brand, Uncle Milton today leads the science category with popular brands including *Star Wars™ Science*, Jim Henson's *DINOSAUR TRAIN™*, and *In My Room*. Uncle Milton, a Transom Capital Group company, distributes its lines of toys at specialty toy, hobby, gift, mass merchant and department stores nationwide, as well as through popular online retailers. For more information, visit the company's website at unclemilton.com