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PRESS RELEASE

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FOR IMMEDIATE RELEASE

**THE REVOLUTION HAS BEGUN! UNCLE MILTON LAUNCHES
SPECTACULAR, IMAGINATIVE NEW TOYS THIS HOLIDAY SEASON!**

LOS ANGELES (September 23, 2011) – Uncle Milton Industries, a leader in creating innovative, educational science and nature toys for more than 50 years, is thrilled to announce three new products sure to entertain and amaze children of all ages. From an inventive, new approach on the company’s classic ANT FARM® brand, to a spectacular FIREWORKS light show launcher, Uncle Milton is taking discovery and playtime to a whole new level!

“I’m extremely excited about the launch of Fireworks Light Show, Ant Farm Revolution and 3D Star Theater,” said Frank Adler, president of Uncle Milton Industries. “Our goal is to constantly innovate and create new products with fun, educational and long-lasting play values. Kids are going to love these toys. There’s something for everyone!”

FIREWORKS LIGHT SHOW

This is every kid’s dream come true! Just pump the launcher, choose a firework, aim and pull the trigger! Watch as amazing fireworks light effects burst *and* expand on the wall or ceiling of your room. Complete with real booming sound effects...it’s just like a real fireworks show! It’s a year-round celebration of FUN! MSRP \$29.99 Ages 6+

ANT FARM® REVOLUTION

Imagine what would happen if a lava lamp came together with an Ant Farm®! From Will Wright, the creator of The SIMS™, comes an amazing 360° habitat where ants dig 3D tunnels through clear, nutrient-rich gel. Now turn out the lights and LOOK UP...giant shadows of your ants crawling are projected across your ceiling. It’s awesome! The Revolution has begun! MSRP \$29.99 Ages 6+ Adult assistance recommended

3D STAR THEATER®

Enjoy an amazing 3D planetarium experience right in the comfort of your own room! Just put on the included 3D glasses and 3D Star Theater will take you on a journey to stars, constellations, planets, and far away galaxies. It’s absolutely OUT OF THIS WORLD! MSRP \$34.99 Ages 8+

(more)

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 of American pop 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™, In My Room, and Explore It!, composed of award-winning toys that inspire wonder, learning and fun. In the spring of 2012, the company will launch a new line of National Geographic branded Outdoor Explorer toys. Uncle Milton, a Transom Capital Group company, distributes its lines of toys at fine 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 www.unclemilton.com.

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