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PRESS RELEASE

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**NATIONAL GEOGRAPHIC AND UNCLE MILTON INDUSTRIES TO LAUNCH
INNOVATIVE ‘OUTDOOR EXPLORER’ TOY LINE THIS SPRING**

Educational science and nature toys encourage children to explore the great outdoors

LOS ANGELES (Feb. 8, 2012)—National Geographic and Uncle Milton Industries have joined forces to create an exciting new line of outdoor explorer-themed toys and activities geared to children ages five and up. The line will debut at the American International Toy Fair (booth #2233 Full Press Kit available here <http://www.virtualpressoffice.com/kit/w3mr>) in New York City, Feb. 12-15, 2012, and will be on sale early this spring at major toy retailers in the Americas as well as online.

“We are thrilled to be working with National Geographic,” said Frank Adler, president of Uncle Milton Industries. “Utilizing the authenticity and resources of National Geographic has enabled us to develop a very inspiring new toy line that cultivates fun and fresh play experiences, while connecting young explorers to the world around them.”

“Every day, National Geographic explorers travel the globe to advance our knowledge and provide the world with scientific breakthroughs and discoveries,” said Krista Newberry, senior vice president, licensing, for National Geographic. “As the toy leader in the science and nature category, Uncle Milton is particularly skilled at creating products that capture National Geographic’s adventurous spirit and help inspire the next generation of explorers.”

The new National Geographic Outdoor Explorer Series features nine items, each with its own activity guide containing recommendations for the young explorer on how to use the product out in the field. From imaginative clip-on shoe lights, which shine a bright path in the dark, to an exciting new game of discovery called “Earth Tag,” this fantastic new line features something for every young explorer.

- Expedition Sky Flare MSRP \$9.99
- 3-in-1 Expedition Magnifier MSRP \$12.99
- 4-in-1 Explorer Navigation Tool MSRP \$12.99
- Earth Tag MSRP \$14.99
- Deep Cave Explorer Echo Maker MSRP \$19.99
- High Sierra Eco Explorer Kit MSRP \$19.99
- All-Terrain Nature Collector MSRP \$19.99
- Expedition Shoe Lights MSRP \$19.99
- Expedition Trekking Pak MSRP \$29.99

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A companion site, the **National Geographic Explorer Academy** (natgeoacademy.com), will launch this spring, featuring information about the new “Outdoor Explorer” line of products and ideas to inspire the adventures of young explorers.

About National Geographic

The National Geographic Society is one of the world’s largest nonprofit scientific and educational organizations. Founded in 1888 to “increase and diffuse geographic knowledge,” the Society’s mission is to inspire people to care about the planet. It reaches more than 400 million people worldwide each month through its official journal, National Geographic, and other magazines; National Geographic Channel; television documentaries; music; radio; films; books; DVDs; maps; exhibitions; live events; trips; interactive media; and merchandise. National Geographic has funded more than 10,000 scientific research, conservation and exploration projects and supports an education program promoting geographic literacy. For more information, visit nationalgeographic.com.

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 its 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 unclemilton.com.