



FOR IMMEDIATE RELEASE

UNCLE MILTON NAMES WILLIAM S. GUARISCO AS CEO

Agoura Hills, CA – November 3, 2014: Uncle Milton announced today that its Board of Directors has named seasoned Toy and Gift executive William S. Guarisco as the company's new Chief Executive Officer. Mr. Guarisco joins Uncle Milton with more than 30 years of experience at some of the nation's leading toy, gift and decor companies, and will lead the company's strong team. As CEO, Mr. Guarisco will work to accelerate the growth of Uncle Milton's portfolio of proprietary and licensed science and nature-based toys, as well as innovative room décor.

Mr. Guarisco brings with him more than 20 years of experience with Mattel Inc. where he held a variety of senior international and domestic management roles ranging from sales, operations, acquisitions, finance and international expansion. He lived and worked for over 10 years in Europe, and led many of Mattel's expansion, integration, and restructuring efforts outside of the U.S. including five acquisitions. He was a partner with the investment group that purchased the assets of Enesco Inc. in 2007, and made subsequent investments in Gund (a leading manufacturer of plush stuffed animals) and Department 56 (a leader in the giftware, collectibles and holiday decorating industry). More recently, Mr. Guarisco was a member of the investment team of Access Value Investors, a private investment company.

"Bill is a strong leader with a passion for the toy and gift business" said Bob Blair, board member of Uncle Milton. "The combination of his depth of experience, track record of execution and leadership, and hands on style is a unique combination to drive Uncle Milton through its next stage of growth."

"I am thrilled at the opportunity to join Uncle Milton during this exciting time for the company" adds Bill Guarisco. "Uncle Milton's growing product line and the strong management team are great building blocks for a tremendously successful business."

Mr. Guarisco earned a Bachelor's degree from the University of Connecticut, and a Master of Business Administration degree from Columbia University.

About Uncle Milton

Founded in 1946, Uncle Milton creates, produces, and markets proprietary and licensed toys that inspire imagination and learning while encouraging kids to explore and discover their world. The flagship Ant Farm[®] brand ant habitat, first introduced in 1956, is a toy industry icon that has delighted generations of families and now includes a full line of live habitat products. Since then, Uncle Milton has successfully expanded into many other innovative proprietary brands. The In My Room[™] brand delivers a range of unique and interactive, in-room light and sound experiences, that bring your room to life, while the fast-growing Fireworks Lightshow brand has expanded into a full line of creative light and sound, firework-like experiences that light up the night. Uncle Milton is also a market leader in the science and educational toy category, with a portfolio that includes many top entertainment licenses and popular brands, like National Geographic[™] and Nat Geo WILD[™], as well as the new proprietary Dino X Team brand, where the intrigue of dinosaurs meets the adventure of a dinosaur explorer. Uncle Milton distributes its toy lines through a broad range of retail channels including mass merchant, specialty toy, online, hobby, gift, and department stores nationwide.

For more information on Uncle Milton, please contact Hillary Fine (818-735-7107, h-fine@unclemilton.com), Ida Yenney (ida@genncomm.com), or visit Uncle Milton's website at www.unclemilton.com.