



Uncle Milton Industries, Inc.

29209 Canwood Street, #120

Agoura Hills, CA 91301

Tel: (818) 707-0800 • Fax: (818) 707-0878

PRESS RELEASE

CONTACT:

Hillary Fine (818)735-7107

h-fine@unclemilton.com

**UNCLE MILTON LAUNCHES WILD IN-ROOM EXPERIENCES,
THE SCIENCE OF SUPER HEROES, AND OTHER INNOVATIVE TOYS
AT THE 2013 AMERICAN INTERNATIONAL TOY FAIR!**

AGOURA HILLS, CA (February 10, 2013) – For over 65 years, Uncle Milton has created fun, innovative toys that inspire kids' imagination and discovery. In 2013, Uncle Milton is launching 40 new products across 10 different brands including some of the most innovative new products in the company's history, all to be showcased at the 2013 American International Toy Fair (Booth #1719).

Marvel Science: Uncle Milton is excited to announce the launch of Marvel Science, a new toy line that brings to life the "Science of Super Heroes"! Did you know that many of the Marvel Super Heroes like Iron Man and Spider-Man are scientists themselves or have superpowers enabled by different fields of science? This new line connects Super Hero powers with real science learning using innovative toys that demonstrate and highlight real science principles in a unique Marvel way. It's a great way to make science-based activities cool and aspirational for today's kids! The Fall launch includes 5 products ranging from \$14.99 to \$29.99. Ages 6+

In My Room™: Uncle Milton continues to innovate and grow its successful, proprietary In My Room brand through unique in-room experiences for kids that bring their rooms to life. Wild Walls™ is a new, amazing light and sound experience where kids first create a scene on their wall using colorful wall decals. Then, they activate the scene by using an electronic base to launch special light and sound effects that bring your scene to life. Scenes available in the line include different animals in their natural environments and the adventures of favorite Disney and Marvel characters. Wall Friends™ is a new line of interactive wall characters for preschool-age kids, which talk and light up. This gives kids the chance to interact with their favorite Disney characters at the touch of a button. Kids can also create a dancing; music activated light show with the new Lightshow DJ, or contemplate their own mission to Mars with the new Mars In My Room.

Fireworks Lightshow™: Uncle Milton's exciting Fireworks Lightshow brand has now exploded into a full line of new, creative light and sound toy experiences that empower kids to "light up the night!" Don't miss the new Grand Finale! feature item which allows kids to create and program their own light and sound grand finale fireworks show using firework cone launchers and their own master controller! Other new products include the Screamin' Sky Weasel, Cyclone Pinwheel Light Show and Shoe Fireworks. Combine this with other top items like the Roman Candle Fireball Blaster, the Dragonfire Night Rocket and the original Fireworks Lightshow Launcher and you've got all the excitement and fun of a real fireworks stand!

Star Wars™ Science: This highly successful line continues to expand with new scientific toys that connect kids to where science meets imagination in a galaxy far, far away! The Infrared Force™ Battle Trainer allows kids to use the Force through the power of infrared technology.

(more)

Star Wars™ Science cont.: Using the Force Activator, *Star Wars* fans can battle Droids and conduct amazing, infrared experiments. The Darth Vader™ Voice Lab also gives you the chance to transform your voice with the science of sound by experimenting with pitch and reverb effects. You can even make it sound like Darth Vader himself! Then, see Yoda harness the power of Force Lightning through plasma energy in the new Force™ Lightning Energy Ball.

In addition to these brands, Uncle Milton continues to introduce great new products supporting their National Geographic, Nat Geo Wild and John Deere line of toys. And, of course, don't forget about their iconic Ant Farm brand which now includes a full line of live habitat products to inspire kids' natural curiosity in the critters around them.

With Uncle Milton's amazing new product line up, 2013 is full of toy experiences that will truly inspire kids' imagination and discovery!

About Uncle Milton Industries

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 licenses including *Star Wars*™ Science, National Geographic™, Nat Geo WILD™, and John Deere™. Uncle Milton, a Transom Capital Group company, 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, visit unclemilton.com.

About Marvel Entertainment

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of over 8,000 characters featured in a variety of media over seventy years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information visit marvel.com

About Lucasfilm

Lucasfilm, *STAR WARS*™ and related properties are trademarks and/or copyrights, in the United States and other countries, of Lucasfilm Ltd. and/or its affiliates. © 2013 Lucasfilm Ltd. & TM. All rights reserved. All other trademarks and trade names are properties of their respective owners.

#