



For Immediate Release

NEW VIRTUAL EXPLORER LINE FROM UNCLE MILTON CONNECTS REAL TOYS WITH AMAZING VIRTUAL REALITY EXPERIENCES

***Travel to the Prehistoric Era, Get an Ant’s Eye View of Underground Ant Tunnels,
and Travel through the Milky Way Galaxy!***

January 6, 2016- Las Vegas, NV (CES-Sand Expo, Booth 70769) — The evolution of technology and toys continues to open up new, incredible possibilities for how kids can play and learn through toy-based experiences. Introducing Virtual Explorer - an innovative new product line from Uncle Milton that combines the best of both – merging classic, hands-on toys with amazing virtual reality experiences and giving kids a whole new way to play, learn and discover our world!

The play begins with a classic, hands-on toy activity from Uncle Milton, a company that has been developing innovative toys for 70 years! Some examples include the Ant Farm live ant habitat, the Dino Digs dinosaur excavation kit and the Star Planetarium projector. Each item includes a themed activity guide that integrates hands-on play with the use of VR goggles to reveal incredible augmented reality images and secret codes that unlock different virtual reality experiences. Then, kids can put on the goggles and be treated to amazing 360° virtual reality experiences that bring the worlds of space, dinosaurs and ants to life like never before!

“We’re excited to unveil our Virtual Explorer line at this year’s CES,” said Ken Malouf, Vice President of Marketing and Product Management for Uncle Milton Industries. “This line is a great example of how we can integrate technology and physical play together to create imaginative toy and learning experiences for today’s generation of kids. Parents will appreciate the hands-on play and imaginative learning while kids will celebrate the cool VR and augmented reality technologies that bring these worlds to life. It’s the kind of creativity and inspiration that has become the hallmark of Uncle Milton since it first started over 70 years ago!”

The new **Virtual Explorer** line has a total of three different versions under different popular Uncle Milton brands including Ant Farm®, In My Room™ and Dino X Team™.

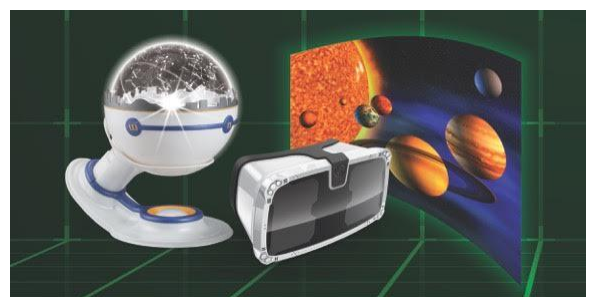
Ant Farm Antopia Adventure: See live ants dig amazing tunnels and build mountains inside the new 60th ANT-iversary design of the classic Ant Farm habitat. Use the activity guide with the goggles to uncover more surprising things about ants as you also see augmented reality ant images come to life. Then, put on your Explorer goggles and go on a 360° virtual reality journey to the secret underworld of ants! Ages 8+. SRP \$34.99.



Dino X Team Jurassic Safari: Excavate and build a realistic dino skeleton with Dino Digs. Use the activity guide with the goggles to discover amazing dinosaur facts as you also see augmented reality dino images come to life. Then, put on your Explorer goggles and go on a 360° virtual reality journey back to the prehistoric era when dinosaurs ruled the earth! Ages 8+. SRP \$34.99.



In My Room Space Expedition: Project hundreds of stars and constellations on your walls with the Star Planetarium. Use the activity guide with the goggles to discover more about the wonders of space as you also see augmented reality planet images come to life. Then, put on your Explorer goggles and go on a 360° virtual reality journey into our Milky Way galaxy! Ages 8+. SRP \$49.99.



Each item comes with the themed toy, Virtual Explorer goggles, activity guide and a free downloadable augmented reality app that brings each themed experience to life. The VR experience requires a smart phone with standard size screen that fits securely into the goggles.

About Uncle Milton

Founded in 1946, Uncle Milton creates products that inspire imagination and learning while encouraging kids to explore and discover their world.

Uncle Milton is a leader in the science and educational toy category, with a portfolio that includes many top entertainment and educational licenses as well as proprietary brands. The flagship *Ant Farm*® brand ant habitat, first introduced in 1956, is a toy industry icon that has delighted generations of families in uncovering the amazing underground world of ants. Since then, Uncle Milton has created many innovative brands including *In My Room*™, *Fireworks Lightshow*™, *Dino X Team*™, *Scare Factor*™ and other brands with products that span across many product categories including science toys, activity and outdoor toys, room décor, games and puzzles, seasonal toys, gifts, and more.

For more information on Uncle Milton brands and products, go to unclemilton.com.

Uncle Milton Social Media Channels:

Facebook: www.facebook.com/unclemilton

Twitter: www.twitter.com/unclemilontoy

YouTube Channel: www.youtube.com/UncleMilton1

Pinterest: www.pinterest.com/unclemilton

Instagram: www.instagram.com/unclemilton

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