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PRESS RELEASE

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UNCLE MILTON INSPIRES IMAGINATION AND LEARNING WITH NEW, INNOVATIVE TOYS FOR THIS HOLIDAY SEASON!

LOS ANGELES (September 28, 2012) – Uncle Milton Industries, a leader in creating innovative toys that inspire imagination and learning for more than 65 years, is thrilled to announce 30 new products for the 2012 holiday season! With the “exploding” Fireworks Lightshow brand, kids can create the excitement of a real fireworks show! The new Nat Geo WILD line gets kids closer to discovering the amazing looks and abilities of wild animals. The National Geographic explorer line continues to inspire kids to gear up and explore their world. The proprietary In My Room brand further expands into new, creative light and sound experiences for your room. With these brands and more, Uncle Milton continues to deliver innovation and exciting toy experiences that will inspire kids’ imagination and learning this holiday season!

Some highlights from **Uncle Milton’s** 2012 new product introductions this Fall include:

Nat Geo WILD™ – Anteater Bug Vac™: As recently seen on the ‘Today’ show, this innovative toy looks like a real anteater but is also a real, motorized vacuum that suctions up bugs just like an Anteater. It’s an easy and safe way to collect and observe all kinds of bugs with just the touch of a button. It even has a removable belly so you can view the bugs you collect up close! MSRP \$29.99 Ages 5+

National Geographic™ - Starry Night Lantern™: This 2-in-1 lantern is both an authentic-looking explorer’s lantern and a star projector. Flip the dual-mode switch one way and get bright LED light. Flip it the other way and watch as it projects a glowing field of stars overhead creating your very own night sky! It’s great for nighttime expeditions, camping and even inside your room. MSRP \$24.99 Ages 5+

Star Wars™ Science – The Force™ Glove: Harness the power of the Force, just like Anakin Skywalker, using the power of magnets. Put on the Force Glove, flip over the magnet to choose the Force Push or Force Pull, and aim at your target. Watch as the force pushes away a droid and pulls in the lightsaber. Also includes 2 Force Targets, a magnetic target base and an online activity guide with different, up-close magnetic experiments to practice using the Force. MSRP \$19.99 Ages 6+

In My Room™ - Earth In My Room™: See an awe-inspiring view of Earth from space in your room! With just the touch of a button, watch as city lights illuminate from East to West! This light-up earthscape looks great on your wall and is an amazing nightlight too. Includes remote control. MSRP \$36.99 Ages 6+

Fireworks Lightshow™ - Roman Candle Fireball Blaster™: Shoot streaming beams of colored light into the night sky with the Roman Candle Fireball Blaster! Load the lighted balls into the blaster, pump and shoot them up to 25 ft. in the air. It also includes real fireworks sound effects! MSRP \$19.99 Ages 6+

About Uncle Milton Industries

Founded in 1946, Uncle Milton creates, produces and markets proprietary and licensed toys that inspire imagination and learning and encourage kids to explore and discover their world. Since its introduction in 1956, the Ant Farm® brand ant habitat has grown to become a universally recognized icon of American pop culture and now includes a full line of live habitat products. Building on the quality and innovation of

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its flagship brand, Uncle Milton has successfully expanded into other proprietary brands. The In My Room™ brand delivers a range of unique and interactive in-room light and sound experiences 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 sky and your walls. 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™, John Deere™ and Disney. 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.