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**PRESS RELEASE**

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**UNCLE MILTON BRINGS “THE FORCE™” TO LIFE  
WITH THE STAR WARS™ FORCE TRAINER**

***The highly sought-after toy makes its public debut at Comic-Con;  
Online pre-sale begins at midnight on July 23, 2009***

**WESTLAKE VILLAGE, CA—(July 23, 2009)— Uncle Milton Industries**, a leading manufacturer of science and exploration products, is set to introduce a revolutionary new toy that brings the **STAR WARS** universe to life in a way never thought possible!

For many years, the *STAR WARS* galaxy has foreshadowed many of the technological advancements in our own lives, but there's one aspect of the *STAR WARS* galaxy that has eluded the boundaries of science: the Force.

Until now...

At San Diego Comic-Con International 2009, people will be able to "use the Force" when an extraordinary new product called **The Force Trainer** makes its public debut at booth 2913U. *STAR WARS* fans attending the show will be able to try out The Force Trainer and test their Force powers for the very first time. The Force Trainer also is available for online pre-sale starting at midnight, July 23<sup>rd</sup> at ToysRUs.com.

The Force Trainer actually allows you to control a Jedi Training Remote with your mind, by tapping into cutting-edge brainwave technology. The deeper your concentration and mental focus, the greater effect you have on the Training Sphere, which moves through the Training Tower based on concentration and mental focus.

“The Force Trainer is the perfect marriage of new technology to the *STAR WARS* universe,” says Frank Adler, executive vice president of Uncle Milton Industries. “It brings a long-desired part of the films to life in a way that has never been done before.”

In addition to The Force Trainer, Uncle Milton will be introducing a full line of *STAR WARS* Science products, which were inspired by the fantastic technology seen throughout of the *Star Wars* universe. A multi-function optical command unit, Darth Vader's robotic arm, and habitats that simulate life on the planets Naboo and Dagobah are just a few of the featured toys.

Since being announced in early 2009, The Force Trainer has received numerous accolades from the lucky few who have gotten the chance to “feel the Force.”

“We have received such amazing feedback on this product from the media and our retail partners, we are extremely excited to finally be able to meet *STAR WARS* fans at Comic-Con and let them try it for themselves,” said Adler. “I have a feeling we will find many Jedi Masters at the show.”

(more)

**STAR WARS The Force Trainer**

May the Force be with you! **The Force Trainer** by Uncle Milton actually allows you to control a Jedi Training Remote with your mind, by tapping into cutting-edge brainwave technology. Utilizing dry sensors, the headset reads and interprets your brainwaves. The deeper your concentration and mental focus, the greater your ability to move the Training Sphere through the Training Tower. Progress from Padawan to Jedi Master as you master the use of “The Force” through 15 levels of training. Increasingly challenging sequences are aided by training cues and instruction from the master of all Jedi Masters himself, Yoda. Additional *STAR WARS* sound effects confirm accomplishment and provide encouragement throughout your training. Advancement and current level of your training is displayed on the Training Tower control panel. **Ages 8 and up. SRP \$129.99**

**About Uncle Milton**

Uncle Milton Industries, based in Westlake Village, CA, began in 1946 as a novelty business geared toward the nation’s rising baby boomer generation. Since the introduction of Ant Farm<sup>®</sup>, Uncle Milton has become a leading manufacturer of science and nature exploration products. Uncle Milton offers a full line of products including habitats, aquariums, home planetariums, 3-D projectors, R/C animals and other exciting science and nature toys.

Uncle Milton’s fascinating and educational toys are available at fine specialty toy, hobby, gift, education, mass merchant and department stores nationwide, and through several online retailers. For more information, visit the company’s website at [www.unclemilton.com](http://www.unclemilton.com) or call 800-869-7555.

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