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NATIONAL GEOGRAPHIC AND UNCLE MILTON INDUSTRIES INK LICENSING AGREEMENT TO DEVELOP EDUCATIONAL SCIENCE AND NATURE TOYS

WASHINGTON (Dec. 17, 2010)— National Geographic, one of the world's largest scientific and educational organizations, has selected Uncle Milton Industries as its primary toy licensee for its National Geographic, National Geographic Kids and Nat Geo WILD brands.

Under this multi-year agreement, National Geographic and Uncle Milton will team to launch in 2012 a comprehensive line of innovative toys designed to inspire the next generation of explorers.

"Every day National Geographic explorers travel to the far corners of the globe to further our quest for knowledge and provide the world with scientific breakthroughs and discoveries," said Krista Newberry, vice president of National Geographic Licensing. "As the toy leader in the science and nature category, Uncle Milton is the ideal partner to capture National Geographic's adventurous spirit and cutting-edge exploration."

"We are thrilled to begin this relationship with National Geographic," said Frank Adler, president of Uncle Milton. "Utilizing the authenticity and resources of National Geographic will enable Uncle Milton to develop exciting new toys that cultivate fun and fresh play experiences while connecting young people to their world."

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About Uncle Milton

Founded in 1946, Uncle Milton creates, develops, produces and markets toys, which have outstanding play value and maximum kid-appeal. Since its introduction in 1956, the Ant Farm® brand ant habitat has grown to become a universally recognized icon of American pop culture. Building on the quality and innovation of their flagship brand, Uncle Milton today leads the science and nature category with popular brands including Ant Farm®, DINOSAUR TRAIN™, *Star Wars*™ Science, Tarantula Planet, Back2Nature and Explore It!, composed of award-winning toys that inspire wonder, learning and fun.

Uncle Milton, a Transom Capital Group company, distributes its educational toys at fine specialty toy, hobby, gift, education, mass merchant and department stores nationwide, and through several online retailers. For more information, visit unclemilton.com.



About National Geographic

The National Geographic Society is one of the world's largest nonprofit scientific and educational organizations. Founded in 1888 to "increase and diffuse geographic knowledge," the Society's mission is to inspire people to care about the planet. It reaches more than 375 million people worldwide each month through its official journal, National Geographic, and other magazines; National Geographic Channel; television documentaries; music; radio; films; books; DVDs; maps; exhibitions; live events; school publishing programs; interactive media; and merchandise. National Geographic has funded more than 9,400 scientific research, conservation and exploration projects and supports an education program promoting geographic literacy. For more information, visit nationalgeographic.com.