



## PRESS RELEASE

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FOR IMMEDIATE RELEASE

### UNCLE MILTON ANNOUNCES LICENSING DEAL WITH WILL WRIGHT'S STUPID FUN CLUB

*The newest enterprise from the creator of SimCity™, The Sims™ and SimAnt teams up with Uncle Milton to launch an all-new Ant Farm™ product.*

**LOS ANGELES – (December 17, 2010)** – Uncle Milton Industries, a leader in creating fun, educational science and nature toys for more than 50 years, and The Stupid Fun Club, a new venture from The Sims™ creator Will Wright, today announced a multi-year licensing agreement for a new product under Uncle Milton's classic Ant Farm brand. In addition to the new Ant Farm product, the venture will also partner to develop a broader line of science-themed educational toys in the future.

While the initial product from the newly announced development partnership will focus on Uncle Milton's Ant Farm brand, plans are to expand with additional Science and Nature category products over the next several years. The new Ant Farm product will have an innovative new feature that will differentiate it from any Ant Farm product before. The new product will be in stores Fall, 2011.

"At Uncle Milton, our goal is to make science more interesting, engaging and accessible for children. We have great respect for Will's creativity and in turn he has a passion for the types of products we make," states Frank Adler, President of Uncle Milton Industries. "We are honored to partner with Stupid Fun Club on this new opportunity and look forward to introducing a line that will showcase the best of Will's creativity and our science and nature toy know-how."

Launched in 2009, the Stupid Fun Club was created by Wright and serves as an entertainment think tank. "I started the Stupid Fun Club precisely to explore new directions for entertainment and education regardless of the medium," states Will Wright, Founder of The Stupid Fun Club. "This partnership with Uncle Milton is a great opportunity for me to dive back into one of my lifelong passions, ants. Beyond that, using entertainment (such as toys and games) to motivate an interest in science is a challenge we are looking forward to at the club."

#### **About Uncle Milton Industries**

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®, STAR WARS™ Science,

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Back2Nature and Explore It!, comprised 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 the company's website at [www.unclemilton.com](http://www.unclemilton.com) or call 800-869-7555.

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