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**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

## **Uncle Milton Industries, Inc. Announces Partnership with Knowledge Adventure® and JumpStart®**

### ***Companies team-up to launch Uncle Milton's Amazing ScienceLand online!***

**WESTLAKE VILLAGE, CA—(September 5, 2010)** — Uncle Milton Industries, Inc., a pioneer in the toy industry and leader in the science and nature category, announces a partnership with Knowledge Adventure® and JumpStart®, their award-winning and well-respected site for young children. The first partnership of its kind, the deal brings Uncle Milton's science and nature toys and activities to life online in a safe and educational interactive virtual world called Uncle Milton's Amazing ScienceLand. Kids can interact with familiar and popular Uncle Milton icons, including Ant Farm®, through JumpStart's safe, educational, engaging & award-winning online experience. Children can play for free on [www.unclemilton.com](http://www.unclemilton.com) and via [www.jumpstart.com](http://www.jumpstart.com).

"We're thrilled to partner with Knowledge Adventure and JumpStart," says Frank Adler, President of Uncle Milton Industries. "Their vibrant 3D virtual worlds extend the primary mission of our toys, which is to get kids involved with and excited about science. When you can take what kids are learning in school, translate that into what they're playing with at home and then extend that into an online experience, you're reaching them, and thereby teaching them, in a very exciting way."

"The JumpStart franchise continues to evolve in exciting new ways that offer interactive and unique play experiences," said David Lord, President and Chief Executive Officer, Knowledge Adventure. "We are excited about our partnership with Uncle Milton to give children an opportunity to explore and interact more closely with the world of science and nature."

JumpStart is an award-winning adventure-based 3D virtual world that is super-personalized, wildly imaginative and really fun, but don't let that fool you - it also teaches math, reading, and critical thinking skills so kids get a real jump start in life. In Uncle Milton's Amazing ScienceLand, kids can explore an adventure-filled anthill, where visitors can bounce high in the gravity defying Gel Colony, take a flying tour on a winged ant, pick up interesting "factoids" about science by clicking on giant ants and even meet the Queen after successfully completing her Ant Maze! Also available in Uncle Milton's Amazing ScienceLand, kids visit the Aquasaur's Aquarium and raise their very own prehistoric Aquasaur.

For kids whose interests lean more toward outer space, there's a video tour of the solar system using the StarScope at the top of the anthill! Explore Jupiter's moons, learn about supernovas, see the clouds of Venus and much, much more! Also, available in Uncle Milton's Amazing ScienceLand is the Quizinator, a trivia game that will challenge your science smarts!

In addition to the free content on [www.unclemilton.com](http://www.unclemilton.com) and [www.jumpstart.com](http://www.jumpstart.com), families can upgrade to an affordable JumpStart membership to access thousands of additional learning games and adventures! Membership includes expanded access to the attractions inside Uncle Milton's Amazing ScienceLand as well as the complete world at [JumpStart.com](http://JumpStart.com) and downloadable learning games.

(more)

**About Knowledge Adventure**

Since 1991, Knowledge Adventure® has set the standard in kids' software by creating the finest educational products for use in the home and the classroom. Today, Knowledge Adventure's JumpStart® and MathBlaster® products invite kids to learn through endless gaming adventures in 3D virtual worlds. By blending learning and entertainment, Knowledge Adventure's adventure-based learning inspires kids' minds through immersed play. A subsidiary of Knowledge Holdings, Inc., the company is privately-held and based in Torrance, California. For more information, go to [www.knowledgeadventure.com](http://www.knowledgeadventure.com) and [www.jumpstart.com](http://www.jumpstart.com).

**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®, *Star Wars™* Science, 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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