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PRESS RELEASE

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FOR IMMEDIATE RELEASE

**MILTON LEVINE, FOUNDER OF UNCLE MILTON INDUSTRIES AND
CREATOR OF ANT FARM[®], DIES AT AGE 97**

***Recognized for Pioneering Contributions to Toy Industry and
American Pop Culture***

WESTLAKE VILLAGE, CA—(January 25, 2011)—Uncle Milton Industries, a leading manufacturer of science and nature exploration products, sadly announces the death of its founder Milton Levine, who passed away on January 16, 2011 at age 97. Levine was best known as a toy industry pioneer and inventor of the Ant Farm[®], a staple in homes and classrooms for more than 50 years. Beyond Levine's legendary contribution to the toy industry and American pop culture, his focus was on his family, his wife of 65 years, Mauricette, and children Steve, Ellen and Harriet Levine, of which Steve and Ellen have been actively involved in growing and running Uncle Milton Industries through the decades after Milton's retirement.

Today, more than 20 million Uncle Milton Ant Farms have been sold around the world. The product has become a treasured part of American pop culture, having been recognized as one of the Top 100 Toys of the Century by the Toy Industry Association as well as garnering considerable media attention through the years.

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, In My Room, Horrible Pets 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 the company's website at www.unclemilton.com.

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