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PRESS RELEASE

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FOR IMMEDIATE RELEASE

UNCLE MILTON “STRIKES BACK” WITH A NEW LINEUP OF STAR WARS™ SCIENCE TOYS FOR 2010

Company to Showcase Entire STAR WARS Science Line at Celebration V

WESTLAKE VILLAGE, CA—(August 12, 2010)— In 2009, Uncle Milton Industries, a leading manufacturer of science and exploration products, astonished the toy industry with the introduction of its revolutionary new toy, The Force™ Trainer, that allowed fans to actually use the Force! Building on the success of the STAR WARS Force Trainer, the company will showcase the newest additions to its popular **STAR WARS Science** line of fun and educational toys at STAR WARS Celebration V in Orlando from August 12-15, 2010 (**Booth #229**).

For 2010, Uncle Milton has again translated the “science” of the popular film franchise into new toys and exploration tools for all ages to experience and enjoy. Featuring the Remote-Controlled Lightsaber™ Room Light, the Death Star™ Planetarium and the Mini Lightsaber™ Tech Lab, the 2010 STAR WARS Science line incorporates scientific applications from the STAR WARS universe into entertaining and educational toys with popular play patterns. Uncle Milton will be spotlighting the Mini Lightsaber Tech Lab, a customizable 8.25-inch-long version of the lightsaber used by Anakin Skywalker, that is easily constructed using different colored crystals and two lenses. The Mini Lightsaber Tech Lab and The Force Trainer will also be available for purchase at Celebration V.

“The STAR WARS brand has long been associated with fun and creative toys,” says Frank Adler, president of Uncle Milton Industries. “We are extremely excited to meet STAR WARS fans at Celebration V and introduce our 2010 products that continue to integrate the science from the STAR WARS universe into toys that are uniquely entertaining and educational.”

Highlights from **Uncle Milton’s** 2010 new product introductions include:

STAR WARS Science: Remote-Controlled Lightsaber™ Room Light

The final challenge in becoming a Jedi Knight is to build your own lightsaber. With the Remote Controlled Lightsaber Room Light, young Padawans can construct their own Jedi lightsaber and mount their creation as a room light on the wall. Choose from eight awesome color effects, plus auto-spectrum mode using the remote control. During construction, kids learn about electronics that make a lightsaber work. **Ages 6 and up. SRP: \$29.99**

STAR WARS Science: Mini Lightsaber™ Tech Lab

Discover the science of light and optics as you build your own miniature, 8.25-inch-long version of the lightsaber used by Anakin Skywalker. Choose from four different colored crystals to customize your lightsaber. There are two lenses (focusing and wide-angle) to demonstrate the principles of optics. The 12-piece Mini Lightsaber Tech Lab is perfect for all aspiring Jedi Knights. **Ages 6 and up. SRP: \$12.99**

(more)

STAR WARS Science: Holographic Animation Lab

Make your favorite *Star Wars: The Clone Wars* characters come to life with the Holographic Animation Lab. The Animation Lab comes with 10 animation disks – one side has characters from *The Clone Wars* and the other side is blank so you can create your own moving pictures. **Ages 6 and up. SRP: \$19.99**

STAR WARS Science: Death Star™ Planetarium

“That’s no moon; it’s the Death Star Planetarium.” This table top Death Star opens up into a planetary projector to display the cosmos on your bedroom ceiling. Choose to view a map of the worlds that make up the *Star Wars* galaxy, or view the Earth’s own night sky. **Ages 8 and up. SRP: \$29.99**

STAR WARS Science: Clone Trooper™ Recon Kit

Explore the worlds of *Star Wars* or your own backyard with the Clone Trooper Recon Kit. Find bugs and more, using the included tools – a soil sifter, a magnifier and a special reconnaissance tool. Even explore in the dark with the built-in searchlight. Once you have found an interesting life form, the kit transforms to an insect viewer to examine your specimen. **Ages 5 and up. SRP: \$12.99**

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 or call 800-869-7555.

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