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**PRESS RELEASE**

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## **UNCLE MILTON TAKES ITS SCIENCE AND NATURE HERITAGE TO A GALAXY FAR, FAR AWAY IN 2009**

*Take a hyperspace ride to the far reaches of space  
with a new line of STAR WARS™ Science toys at Toy Fair 2009*

**WESTLAKE VILLAGE, CA—(February 15, 2009)— Uncle Milton Industries**, a leading manufacturer of science and nature exploration products, is excited to introduce a new lineup of fun and educational line of *STAR WARS* toys at the American International Toy Fair (**Booth #2249**), highlighted by the unveiling of a revolutionary toy that brings the **STAR WARS** universe to life in a way never thought possible!

For many years, the *STAR WARS* galaxy has mirrored our own technological advancements. "It's like something out of *STAR WARS*" is a commonly heard refrain when exciting new technologies debut. But there's one aspect of the *STAR WARS* galaxy that has eluded the boundaries of science: The Force.

Until now.

Because in fall 2009, people will be able to literally "use the Force" when Uncle Milton debuts an extraordinary new product called "The Force Trainer."

The Force Trainer actually allows you to control a Jedi Training Remote with your mind, by tapping into cutting-edge brainwave technology. The deeper your concentration and mental focus, the greater affect you have on the Training Sphere. It moves up or down the cylinder based on your focus of attention. Progress from Padawan to Jedi Master with 15 levels of training. Familiar *STAR WARS* character voices and sound effects guide and encourage you, adding to the fun and excitement.

"The Force Trainer is the perfect marriage of new technology to the *STAR WARS* universe," says Frank Adler, executive vice president of Uncle Milton Industries. "It brings a long-desired part of the films to life in a way that is both fun and educational for children."

Inspired by the hugely successful museum tour – *STAR WARS: Where Science Meets Imagination* – Uncle Milton has also translated the "science" of the popular film franchise into a full line of toys that all ages can enjoy. A multi-function optical command unit, Darth Vader's robotic arm and habitats that simulate life on the planets Naboo and Dagobah are just a few of the featured toys.

Designed to entertain *and* educate, these toys teach the scientific workings and applications behind robotics, optics, visual projection, and much more.

"Uncle Milton has an exceptional history of translating science and nature into engaging products that kids want to play with," says Adler. "By combining developments in technology and product innovation with the blockbuster *STAR WARS* brand, we have created unique toys that appeal to kids, parents and even collectors."

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Highlights from **Uncle Milton's** 2009 new **STAR WARS Science** product introductions include:

**STAR WARS The Force Trainer**

May the Force be with you! **The Force Trainer** by Uncle Milton actually allows you to control a Jedi Training Remote with your mind, by tapping into cutting-edge brainwave technology. Utilizing dry EEG sensor technology, the headset reads and interprets your brainwaves. The deeper your concentration and mental focus, the greater your ability to move the Training Sphere up or down the Training Tower. Progress from Padawan to Jedi Master as you master the use of "The Force" through 15 levels of training. Increasingly challenging sequences are aided by training cues and instruction from the master of all Jedi Masters himself, Yoda. Additional *STAR WARS* sound effects confirm accomplishment and provide encouragement throughout your training. Advancement and current level of your training is displayed on the Training Tower control panel.

**Ages 8 and up. SRP \$129.99**

**STAR WARS Optical Command Unit**

Go on scouting missions or examine microscopic details with just one toy! The **Optical Command Unit** is a multi-functional reconnaissance device that can be assembled into three unique configurations – binoculars, magnifier and mini-projector. Learn about optics and visual projection with this 3-in-1 kit! **Ages 6 and up. SRP \$34.99**

**STAR WARS Darth Vader Robotic Arm**

The **Darth Vader Robotic Arm** kit shows you how to build a robotic arm and lets you grip and move real objects with interactive controls. The arm assembles quickly with snap-together parts, and includes a stand with built-in controls. Kids will also learn how robotic arms are being used in medical science applications! **Ages 6 and up. SRP \$44.99**

**STAR WARS Naboo Sea Creatures**

The **Naboo Sea Creatures** set is a detailed habitat for raising creatures similar to the denizens of that distant planet. Naboo Sea Creatures (*Triops Longicaudatus*) have existed on Earth for 350 million years and will grow and swim in a fascinating Naboo aquatic environment. The set includes Naboo Sea Creature eggs, just add water and watch them hatch! **Ages 6 and up. SRP \$34.99**

**STAR WARS Dagobah Frog Habitat**

The **Dagobah Frog Habitat** is an exciting replica of Yoda's home planet, and the perfect place to watch the metamorphosis of tadpoles changing into frogs! Learn why frogs play an important role in Earth's eco-system while enjoying the Dagobah swamp theme. Includes mail-in coupon for live tadpoles. **Ages 6 and up. SRP \$34.99**

**STAR WARS Jedi Telescope**

The **Jedi Telescope** can be used to scan our own skies, or to dial up images of iconic *STAR WARS* planets and learn how they are similar to our own. This working telescope features built-in audio facts and sound effects, and can be used both indoors and outdoors. Features 10 *STAR WARS* images. **Ages 6 and up. SRP \$34.99**

**STAR WARS Jedi Projector**

The **Jedi Projector** displays bright, crisp projections of exclusive *The Clone Wars* vehicle images on your wall or ceiling. Also included is a CD audio tour that syncs with the images. Learn how vehicles from *The Clone Wars* share similarities with vehicle technology on Earth! **Ages 6 and up. SRP \$44.99**

**STAR WARS Mustafar Volcano Kit**

The **Mustafar Volcano Kit** allows you to create realistic volcanic eruptions and lava flows in a detailed reproduction of the planet Mustafar. Learn how real volcanoes work through your lava experimentation! **Ages 6 and up. SRP \$24.99**

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**About Uncle Milton**

Uncle Milton Industries, based in Westlake Village, CA, began in 1946 as a novelty business geared toward the nation's rising baby boomer generation. Since the introduction of Ant Farm<sup>®</sup>, Uncle Milton has become a leading manufacturer of science and nature exploration products. Uncle Milton offers a full line of products including habitats, aquariums, home planetariums, 3-D projectors, R/C animals and other exciting science and nature toys.

Uncle Milton's fascinating and educational toys are available 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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