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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**

*Following last years’ hit - The Force Trainer - new toys
make their debut at the 2010 Toy Fair*

WESTLAKE VILLAGE, CA—(February 14, 2010)— Uncle Milton Industries, a leading manufacturer of science and nature exploration products, is excited to introduce the newest additions to its popular **Star Wars Science** line of fun and educational toys at the American International Toy Fair (**Booth #2255**).

Following up on 2009’s runaway hit – The Force Trainer – Uncle Milton has again translated the “science” of the popular film franchise into new toys and exploration tools that all ages can enjoy. Lightsaber construction kits, a Death Star planetarium and special edition *The Clone Wars* Ant Farms® are just a few of the toys being featured in 2010.

Designed to entertain *and* educate, these toys teach the scientific workings and applications behind optics, animation, entomology and much more.

“The *Star Wars* brand has long been associated with fun and creative toys,” says Frank Adler, president of Uncle Milton Industries. “We’ve taken that a step further by incorporating scientific applications from the *Star Wars* universe into the play pattern of our toys to create products 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. Eight color effects let kids personalize their lightsaber, and a wireless remote control turns the light on and off. 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: 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**

STAR WARS Science: Holographic Animation Lab

Make your favorite *Star Wars: The Clone Wars* characters come to life with the Holographic Animation Lab. Learn about animation, persistence of vision and the principles of a zoetrope, an invention that is nearly 2,000 years old. 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**

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®, 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. In 2009, Uncle Milton debuted its *Star Wars*™ Science line of products.

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 or call 800-869-7555.

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