



Uncle Milton Industries, Inc.
Westlake Village, California 91362-4001
Tel: (818) 707-0800 • Fax: (818) 707-0878

PRESS RELEASE

FOR MORE INFORMATION CONTACT:

Heidi Murphy
Salmon Borre Group
847/582-1610
Heidi@salmonborre.com

FOR IMMEDIATE RELEASE

UNCLE MILTON INDUSTRIES, INC. TAPS FRANK ADLER AS PRESIDENT

Former president Steven Levine remains CEO of the 64-year-old toy company.

WESTLAKE VILLAGE, CA — (February 11, 2010) — Uncle Milton Industries, Inc. announced today that it has named Frank Adler as president of the Westlake Village-based toy company. Adler was previously the executive vice president of Uncle Milton Industries, a leading creator of science and exploration products.

As president, Adler will be responsible for the day to day operations of Uncle Milton and will focus on developing strategic plans to grow the company. Adler played a critical role in developing the company's *Star Wars*[™] Science line and The Force[™] Trainer, one of 2009's hottest toys.

Adler joined Uncle Milton Industries in 1995 as director of sales and marketing and has 20 years of experience in the toy industry. Prior to Uncle Milton, Adler was director of product development at Hersch Games.

"Frank has been a huge factor in making the company a leader in our category," says Steven Levine, CEO of Uncle Milton Industries. "I am confident Frank will lead the company to continued growth."

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.

Lucasfilm, *Star Wars*[™] and related properties are trademarks and/or copyrights, in the United States and other countries, of Lucasfilm Ltd. and/or its affiliates. © 2010 Lucasfilm Ltd. & TM. All rights reserved. All other trademarks and trade names are properties of their respective owners.

#