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PRESS RELEASE

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FOR IMMEDIATE RELEASE

UNCLE MILTON UNVEILS NEW SCIENCE AND EXPLORATION TOYS

With an interactive home planetarium, exciting dinosaur excavation game and an even scarier R/C Snake[®], Uncle Milton fuses play and learning for Toy Fair 2010.

WESTLAKE VILLAGE, CA—(February 14, 2010)— Uncle Milton Industries, famous for its unique science and exploration toys such as the Ant Farm[®], is pleased to introduce a new lineup of fun and educational toys at the 2010 American International Toy Fair (**Booth #2255**).

The world's number-one-selling home planetarium has been redesigned to bring even more of the galaxy right into a child's room. Explore hundreds of stars and constellations, all guided by interactive astronomy software with **Star Theater[®] 3**. Aspiring paleontologists can hone their excavation skills with the **T-Rexcavator[™]** - just don't wake the T-Rex! And just when you thought it was safe to walk on the living room floor, **R/C Snake[®]** is back with a new realistic design and light-up eyes that will have the entire family jumping!

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

Star Theater[®] 3

Star Theater 3 is an updated design of the number one selling home planetarium in the world. Watch as hundreds of stars and constellations are projected on your ceiling and walls. Features a CD with a guided audio tour of the night sky and Stellarium interactive astronomy software. It's like being in a real planetarium! **Available summer 2010.**

T-Rexcavator[™]

New design! The skeleton of an extinct T-Rex has been discovered. Now it's up to you to carefully remove each bone from the dig site as you learn fascinating facts about dinosaurs. But watch out! Don't touch the sides of the pit or the T-Rex will roar...and you'll lose a turn. Collect the most bones and win! **Available summer 2010.**

R/C Snake[®]

Don't look now... it's a new, ultra-cool R/C Snake! Over 20" long, R/C Snake slithers along any hard smooth surface. With light-up eyes, its segmented body makes for most excellent slithering action. **Available summer 2010.**

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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