

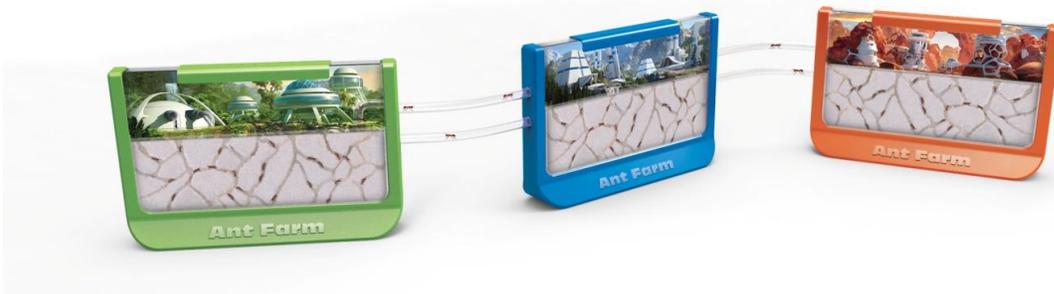


ANTIVERSARY

For Immediate Release

**UNCLE MILTON CELEBRATES 70 YEARS AND
THE 60TH ANT-IVERSARY OF THE ORIGINAL ANT FARM
AT THE 2016 NORTH AMERICAN INTERNATIONAL TOY FAIR**

New Collectible 60th ANT-iversary Ant Farms to be Unveiled



New York, NY - February 13, 2016 - Sixty years ago, Dwight D. Eisenhower was president, Marilyn Monroe was the celebrity/fashion icon to watch, Elvis Presley ruled the airwaves, and the first generation of children were *wowed* by the magic of Uncle Milton's Ant Farm. Times have certainly changed, but one thing stayed the same—Uncle Milton's iconic and awe-inspiring Ant Farm continues to delight kids and adults of all ages.

2016 marks not only the 100th Anniversary of the Toy Industry Association, and the 60th ANT-iversary of the Ant Farm, but it also marks 70 years since Uncle Milton began making toys back in 1946. Since then, Uncle Milton has delighted generations of families with innovative brands and products spanning across many categories, including science toys, activity and outdoor toys, room décor, games, puzzles, and more. The party has started, and they're building a mountain out of an ant hill to celebrate with three new ANT-iversary edition Ant Farms. Each version features a sleek new design, different colors and 3D lenticular scenes with ant worlds of the future along with the classic fun of watching these fascinating creatures at work!

Uncle Milton will introduce the 60th ANT-iversary edition Ant Farm habitat to media during the North American International Toy Fair in New York's Jacob Javits Center Feb. 13-Feb. 16 in **Booth# 2835!**

“2016 is a milestone year for Uncle Milton,” said Ken Malouf, Vice President of Marketing and Product Management for Uncle Milton Industries. “With the celebration of 70 years for Uncle Milton and the 60th ANT-iversary of our very popular Ant Farm, we’re taking our most classic toy and designing it for the next generation of kids so they too can discover the wonder and delight of the amazing underground world of ants just like so many generations did before them!”

The three 60th ANT-iversary edition Ant Farms feature unique and comical ant worlds of the future: **Antes Mountains, Ant Canyon and Antopia Rainforest**. Kids can connect all of these Ant Farm habitats together to create an amazing interconnected world of ants. Also, consumers can order harvester ants online and Uncle Milton will ship these live ants direct to your home! Recommended for ages 6+ and available nationwide this Spring 2016 with an SRP of \$16.99.

Additionally, Uncle Milton is launching **Antopia Rainforest** as part of its exciting new **Virtual Explorer** line, an innovative new product segment that merges classic, hands-on toys with amazing virtual reality experiences. Kids will be able to uncover even more surprising things about ants as they see augmented reality ant images come to life and use special explorer goggles to go on a 360° virtual reality journey to the secret underground world of ants. It’s truly the next generation of Ant Farm! Recommended for ages 8+ and available Fall 2016 with an SRP of \$34.99.

About Uncle Milton

Founded in 1946, Uncle Milton creates products that inspire imagination and learning while encouraging kids to explore and discover their world.

Uncle Milton is a leader in the science and educational toy category, with a portfolio that includes many top entertainment and educational licenses as well as proprietary brands. The flagship *Ant Farm*[®] brand ant habitat, first introduced in 1956, is a toy industry icon that has delighted generations of families in uncovering the amazing underground world of ants. Since then, Uncle Milton has created many innovative brands including *In My Room*[™], *Fireworks Lightshow*[™], *Dino X Team*[™], *Scare Factor*[™] and other brands with products that span across many product categories including science toys, activity and outdoor toys, room décor, games and puzzles, seasonal toys, gifts, and more.

For more information on Uncle Milton brands and products, go to unclemilton.com.

Uncle Milton Social Media Channels:

Facebook: www.facebook.com/unclemilton

Twitter: www.twitter.com/unclemilontoy

YouTube Channel: www.youtube.com/UncleMilton1

Pinterest: www.pinterest.com/unclemilton

Instagram: www.instagram.com/unclemilton

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