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## **UNCLE MILTON INTRODUCES THE FORCE TRAINER II: HOLOGRAM EXPERIENCE**

**January 6, 2014- Las Vegas, NV--** In 2009, one of the most innovative *Star Wars* toys of all-time was launched—The Force Trainer. This incredible toy enabled fans of all ages to move and control an object with the power of their mind and quickly became a hit with *Star Wars* fans and the media worldwide. Just as the next generation of *Star Wars* movies is preparing to launch, Uncle Milton's *Star Wars* Science brand is introducing **The Force Trainer II: Hologram Experience**. The Force Trainer II features new technology being unveiled at CES and gives *Star Wars* fans the opportunity to harness the power of their mind to move and control hologram images as they perform incredible Jedi feats from *Star Wars* movies.

With The Force Trainer II, you are the Jedi. Imagine that you could raise an X-wing from the Dagobah swamp just like Luke Skywalker, battle Darth Vader, or build your own lightsaber with just the power of your mind! These magical scenes are re-created through hologram images and a wireless headset with real brainwave sensors that read and interpret your levels of concentration. The more you focus, the more successful you are in moving and controlling the hologram image and successfully completing the Jedi challenge. The hologram images and Jedi challenges come through a companion app included with the purchase of the product and powered by the user's tablet device which projects these holograms into the unique Jedi themed training base.

There are 10 different Jedi training levels through which fans can advance from Padawan to Jedi Knight to Jedi Master, with instruction and guidance from Jedi Master Yoda. Additional Jedi challenges will also be available for download on updated versions of the app as new *Star Wars* movies are released. The product is expected to hit retail stores in Fall 2015 with an estimated SRP of \$119.99.

"We are very excited to unveil The Force Trainer II: Hologram Experience at CES," said Ken Malouf, VP of Marketing & Product Management at Uncle Milton. "This toy captures the imagination of aspiring Jedi everywhere as they learn to use and control the power of their own concentration to activate fantastic *Star Wars* adventures. The combination of this advanced technology, compelling game play, and real science application makes for a truly unique product that fits the spirit of the *Star Wars* brand."

### **About Uncle Milton**

Founded in 1946, Uncle Milton creates, produces, and markets proprietary and licensed toys that inspire imagination and learning while encouraging kids to explore and discover their world. The flagship Ant Farm® brand ant habitat, first introduced in 1956, is a toy industry icon that has delighted generations of families and now includes a full line of live habitat products. Since then, Uncle Milton has successfully expanded into many other innovative proprietary brands. The In My Room™ brand delivers a range of unique and interactive in-room light and sound experiences that bring your room to life, while the fast-growing Fireworks Lightshow brand has expanded into a full line of creative light and sound firework-like experiences that light up the night. Uncle Milton is also a market leader in the science and educational toy category, with a portfolio that includes many top entertainment licenses and popular brands, like National Geographic™ and Nat Geo WILD™, as well as the new proprietary Dino X Team brand, where the intrigue of dinosaurs meets the adventure of a dinosaur explorer. Uncle Milton distributes its

toy lines through a broad range of retail channels including mass merchant, specialty toy, online, hobby, gift, and department stores nationwide.

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