



FOR IMMEDIATE RELEASE

**Nat Geo WILD Product Line To Launch This Summer
from National Geographic and Uncle Milton Industries**

Toys, puzzles and games capture exciting world of animals in the wild

LOS ANGELES (July 11, 2012)—National Geographic and Uncle Milton Industries have teamed up to create an exciting new line of kids toys, puzzles and games based on the popular Nat Geo WILD network dedicated entirely to animals. Products will debut exclusively at more than 200 Barnes & Noble stores and BN.com this summer, followed by a rollout to major toy retailers across North America this fall.

“We are excited to be working with Nat Geo WILD,” said Frank Adler, president of Uncle Milton Industries. “The success of the Nat Geo WILD television network and its dedication to discovering and interacting with animals in the wild has inspired us to create a highly imaginative toy line that brings to life these fascinating creatures.”

“For more than 30 years, National Geographic has been the leader in wildlife programming,” said Krista Newberry, senior vice president, licensing, for National Geographic. “Now kids and parents can get closer to the animal world through these amazing Nat Geo WILD toys.”

The Nat Geo WILD line roars into retail this summer with products inspired by and patterned after majestic and iconic animals of the jungles, rain forests, oceans and Arctic. They include the Anteater Bug Vac™, the Curl and Coil Snake Light™, the Big Dig Bear Claw™ and a range of colorful puzzles and games featuring photographs of these amazing animals in their natural environments. The innovative design of the Anteater Bug Vac™, a bug catcher vacuum sculpted to look like a real anteater, was recently featured on the “Today” show and was also selected by toy industry experts at the 2012 American International Toy Fair as a Top 10 item that will inspire play in children this year. Additional innovative and colorful toys, puzzles and games are already planned for 2013.

National Geographic’s net proceeds from the sale of these products will support vital exploration, conservation, research and education programs.

(MORE)

About Nat Geo WILD

For more than 30 years, National Geographic has been the leader in wildlife programming. The networks Nat Geo WILD and Nat Geo WILD HD, launched in 2010, offer intimate encounters with nature's ferocious fighters and gentle creatures of land, sea and air that draw upon the cutting-edge work of the many explorers, filmmakers and scientists of the National Geographic Society. Part of the National Geographic Channels US, based in Washington, D.C., the networks are a joint venture between National Geographic and Fox Cable Networks. In 2001, National Geographic Channel debuted, and 10 years later, Spanish-language network Nat Geo Mundo was unveiled. The Channels are carried by all of the nation's major cable, telco and satellite television providers, with Nat Geo WILD currently available in 55 million U.S. homes. Globally, Nat Geo WILD is available in more than 100 million homes in 90 countries and 28 languages. For more information, visit www.natgeowild.com.

About Uncle Milton Industries

Founded in 1946, Uncle Milton creates, produces and markets proprietary and licensed toys that have outstanding play value and maximum kid-appeal. Since its introduction in 1956, the Ant Farm® brand ant habitat has grown to become a universally recognized icon of American pop culture. Building on the quality and innovation of its flagship brand, Uncle Milton today leads the science category with popular brands including *Star Wars*™ Science, National Geographic, Nat Geo WILD, Jim Henson's DINOSAUR TRAIN™ and In My Room™. Uncle Milton, a Transom Capital Group company, distributes its lines of toys at specialty toy, hobby, gift, mass merchant and department stores nationwide, as well as through popular online retailers. For more information, visit unclemilton.com.

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