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FOR IMMEDIATE RELEASE

THE JIM HENSON COMPANY AWARDS UNCLE MILTON INDUSTRIES A LICENSING AGREEMENT TO DEVELOP SCIENCE-THEMED EDUCATIONAL TOYS FOR DINOSAUR TRAIN™

LOS ANGELES – (October 5, 2010) – The Jim Henson Company and Uncle Milton Industries, a leader in creating fun, educational science and nature toys for more than 50 years, announce a multi-year licensing agreement for Uncle Milton to develop science-themed educational toys based on the hit animated children’s series, DINOSAUR TRAIN™. The announcement came at the beginning of today’s Toy Industry Association’s Fall Toy Preview, being held October 5-8 in Dallas, TX.

The Jim Henson Company granted Uncle Milton Industries the rights to develop all-new educational toys focused on the science behind the exciting world of DINOSAUR TRAIN and its cast of loveable prehistoric characters. The Uncle Milton licensed product line will launch in North America in the spring of 2011 and in the U.K., Spain, France and Australia in fall of 2011.

“At Uncle Milton, our goal is to make science more interesting, engaging and accessible for children. DINOSAUR TRAIN provides the perfect platform for us to do what we do best—create products that encourage kids to explore scientific concepts in a fun and meaningful way,” states Frank Adler, President of Uncle Milton Industries. “We are honored to partner with The Jim Henson Company on this strong property. It presents us with such an exciting opportunity because the property resonates so well with preschoolers, allowing us to start this important relationship between kids and science at the very earliest age.”

“We know Uncle Milton will introduce a compelling new educational line that allows kids the opportunity to explore real science within the familiar and popular Dinosaur Train world,” said Melissa Segal, Senior Vice President Global Consumer Products for The Jim Henson Company. “Uncle Milton has been an industry leader in science and nature exploration toys for more than half a century and having them on board in the science and educational toy sector will complement the rest of our Dinosaur Train consumer products offering.”

Created by Craig Bartlett (Hey Arnold!) DINOSAUR TRAIN airs on PBS KIDS® and embraces and celebrates the fascination that preschoolers have with both dinosaurs and trains while encouraging basic scientific thinking skills. Each 30-minute episode includes two 11-minute animated segments featuring Buddy, an adorable preschool age Tyrannosaurus rex and his adoptive Pteranodon family. Also included are live action sequences featuring well-known

(more)

Paleontologist, Scott Sampson, Ph.D. Dr. Scott brings to life the show's natural science and natural history curriculum for preschoolers as he gives specific facts about dinosaurs and compares their features to animals of today.

About The Jim Henson Company

The Jim Henson Company has remained an established leader in family entertainment for over 50 years and is recognized worldwide as an innovator in puppetry, animatronics and digital animation. Best known as creators of the world famous Muppets, Henson has received over 50 Emmy Awards and nine Grammy Awards. Recent credits include the Emmy® nominated SID THE SCIENCE KID, DINOSAUR TRAIN, WILSON & DITCH: DIGGING AMERICA and PAJANIMALS. Features include THE DARK CRYSTAL, LABYRINTH, MIRRORMASK, and UNSTABLE FABLES. Television productions include FRAGGLE ROCK and the sci-fi cult series FARSCAPE.

With additional locations in New York and London, The Jim Henson Company is headquartered in Los Angeles on the historic Charlie Chaplin lot, complete with soundstage and postproduction facilities. Independently owned and operated by the five adult children of founder Jim Henson, the Company is also home to Jim Henson's Creature Shop™, a pre-eminent character-building and visual effects group with international film, television and advertising clients, as well as Henson Recording Studios, one of the music industry's top recording facilities known for its world-class blend of state-of-the-art and vintage equipment.

The Company's Henson Alternative brand recently launched the New York run of STUFFED AND UNSTRUNG, a live puppet improvisational show at the Union Square Theatre.
<http://www.henson.com>

About Uncle Milton Industries

Founded in 1946, Uncle Milton creates, develops, produces and markets toys which 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 their flagship brand, Uncle Milton today leads the science and nature category with popular brands including Ant Farm®, STAR WARS™ Science, Back2Nature and Explore It!, comprised of award-winning toys that inspire wonder, learning and fun.

Uncle Milton, a Transom Capital Group company, distributes its educational toys 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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