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## **OHIO ART CELEBRATES 100<sup>TH</sup> ANNIVERSARY**

*Makers of the Etch A Sketch® mark their centennial with a commemorative edition of the World's Favorite Drawing Toy®*

**NEW YORK, June 9, 2008** – The Ohio Art Company, creators of the world-famous Etch A Sketch, is marking its 100<sup>th</sup> anniversary this year. Founded in 1908, the toy manufacturer will celebrate the landmark with a commemorative collector's edition tin housing a metallic limited edition of its Etch A Sketch drawing toy. The tin will be printed and packaged at the company's world headquarters in Bryan, Ohio.

The Ohio Art Company – as its name suggests - was first credited with manufacturing metal picture frames to showcase works of art in 1908. By 1917, Ohio Art began manufacturing the first of its toys, a metal windmill, and by 1935, Ohio Art had its first showroom display at the American International Toy Fair in New York City. Operated by the Killgallon family, the company's headquarters still remain in Bryan, Ohio, where it has built a reputation as one of the oldest and most reputable toy companies in the industry.

"We are extremely proud and fortunate to be among the few toy companies to celebrate 100 years," says Larry Killgallon, President & COO, Ohio Art Company. "It is heart-warming to know that we have provided a positive play experience for millions of children throughout the years. We look forward to welcoming the next century of fun," he adds.

An official 100<sup>th</sup> birthday party will be held in July, the exact month that Etch A Sketch rolled off the assembly line in 1960. The festivities will also showcase Ohio Art toys throughout the last 100 years including the company's world famous Etch A Sketch which has endured more than 45 years, sold over 150 million units across the globe. The anniversary edition Etch A Sketch will feature a metallic case with bronze erasing powder and will be housed in a commemorative tin created by the company's in-house lithography division. Although toys generate the majority of Ohio Art's business, custom metal lithography such as metal packaging, serving trays, and metal food containers are also significant to the company's sales.

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**About Ohio Art**

Visit the Ohio Art Web site at: <http://www.world-of-toys.com>. Established in 1908 and headquartered in Bryan, Ohio, the Ohio Art Company is one of the world's best known toy companies and creators of the famous Etch A Sketch® drawing toy.