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**THE OHIO ART COMPANY UNVEILS NEW, EXCITING PRODUCTS AT THE AMERICAN
INTERNATIONAL TOY FAIR IN NEW YORK**

--Etch A Sketch[®] and New Lines on Display at Booth # 2929--

New York, NY, February 13 2011—The Ohio Art Company (www.ohioart.com) (www.world-of-toys.com), is launching several new products to be on display at the 2011 American International Toy Fair which begins here today. In addition to its flagship product, Etch A Sketch, new products being shown at booth #2929 include, nanoblock[®], Air Picks[™], Clics[®], Grafix[®] Puzzles and Dinosaur Train[™].

“Each product brings a new dimension to a toy line that is sure to inspire, engage and stimulate today’s children,” says Ohio Art President Larry Killgallon. “The common thread among all of these products” he adds, “is that each of them engages a child’s imagination and allows them to express their creativity in a fun way.” Retail response to these products has been exceptional and parents and kids alike can expect to see these products on shelf at retail in 2011. In particular, Killgallon says that nanoblock will be available at Toys ‘R’ Us stores across the country this Spring.

The 2011 Ohio Art Collection includes:

- On shelf at Toys ‘R’ US stores this Spring, nanoblock (www.mynanoblock.com) boasts the world’s smallest building blocks. Originally developed in Tokyo, construction enthusiasts of all ages will now have a full range of nanoblock building and constructing sets to pick from, each delivering more realistic creations with greater detail than ever before.
- Sure to be a hit nationwide, Ohio Art introduces Air Picks, which allows kids to be a lead guitarist without the guitar. All picks contain guitar riffs of three iconic rock songs that play with the flick of the pick. Each pick has a whammy bar button and an attached carabiner clip. Rock out with Air Picks featuring classics like “Sweet Home Alabama”, “Smoke on the Water”, “Brown Sugar”, and “Jupin Jack Flash”.
- Kids connect with Clics, which is being introduced for the first time in the United States. Developed in Belgium, the must-have starter set includes 175 Clics and accessories for ages 4 and up. Each set features bright colored building blocks that twist and connect to form anything from rocket ships, to

dinosaurs and cars! Kids will be assured of stimulating their mind and imagination with Clics construction sets.

- Also being shown for the first time is Grafix, brightly colored, well-constructed puzzles for all kids of all ages. Puzzles range in piece count and age, and there is something for every creative mind in this line. From 3-D, to double-sided, each puzzle delivers vibrant colors and assorted designs ranging from Princess and Fairy Tale to Train Station and Fire Engine
- The loveable characters of Dinosaur Train will be available for the first time in 2011 with Doodle Sketch™ and Pocket Etch A Sketch®. Kids can draw on their bellies and enjoy the creative fun with their favorite Dinosaur Train friends. Each assortment contains Buddy the adorable Tyrannosaurus Rex and his clever rhyming friend Tiny the Pteranodon.
- The eco friendly Classic World toys are made from natural wood and other environmentally-friendly materials like soy ink and E-Zero glue. Classic World toys stimulate development with kids by promoting creative play and encouraging social interaction. This particular product line features an array of products from xylophones to mini toy cars.

“We are really excited to bring these new, creative products to market in the United States in 2011,” Killgallon concludes. With significant distribution and an aggressive marketing plan, we are confident these products will be well received by kids and parents alike.”

About Ohio Art

Creators of the famous Etch A Sketch® drawing toy, The Ohio Art Company remains one of the world’s most widely recognized toy companies since its establishment in 1908. The Ohio Art Company is committed to developing toys that encourage creativity and learning while providing hours of enjoyment, encouraging self-expression and promoting positive development. The company also proudly markets specialty toys including K’s Kids®, a line of toys specially developed for babies and toddlers. Visit the Ohio Art website at www.ohioart.com.