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**THE OHIO ART COMPANY® CELEBRATES THE GOLDEN ANNIVERSARY
OF ITS CLASSIC DRAWING TOY, ETCH A SKETCH®**

*Special Collector's Edition Etch A Sketch® commemorates 50 years of creative
fun – Extensions to the Etch A Sketch® brand unveiled at Toy Fair*

NEW YORK, February 14, 2010 – Etch A Sketch, the classic drawing toy adored for generations by adults and children alike, celebrates 50 years of creative fun. Originally launched in the United States in 1960, Etch A Sketch marks half a century with a commemorative 50th Anniversary Signature Edition of the classic drawing toy and a new collection of Etch A Sketch models – including the exciting new Glow Sketch™ - that will keep children doodling for the next 50 years.

Featuring a metallic red frame embossed with the signature of inventor Andre Cassagnes, special decorative knobs and distinctive anniversary packaging, the 50th anniversary edition of the Etch A Sketch celebrates a landmark not only for the Ohio Art Company but for the toy industry overall.

“We are thrilled to celebrate fifty years of creativity, imagination and fun!,” says Martin Killgallon, Senior VP of Marketing and Product Development, The Ohio Art Company. “In an industry known for ‘fads,’ remaining relevant and topical, entertaining and fun for 50 years is quite an achievement. While we will continue to produce the Etch A Sketch in its original form exactly how it looked in the 60’s, we are excited to introduce new versions of the toy to keep the product new and fresh for today’s children to enjoy as well,” he adds.

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In addition to the commemorative 50th Anniversary Etch A Sketch, The Ohio Art Company will be debuting the following new Etch A Sketch products at the 2010 New York Toy Fair:

- **Glow Sketch™** The world's favorite drawing toy – now with glowing color! The Glow Sketch allows kids to draw with three different colors, red yellow and green light, and features seven different light effects.
- **Pretty in Pink™** - A fashionable pink purse that can be taken anywhere, the Pretty in Pink Etch A Sketch is great for girls on the go! Featuring a molded flowered handle that comes complete with custom flower knobs delivers stylish drawing fun as well as built in storage to house pens, paper, candy and more!
- **Giggle Bellies™** - The new funniest way to doodle in a convenient travel size sure to provide hours of fun! Doodle on their bellies to hear them giggle, and best of all they are double sided, allowing kids to erase from the back and draw on the front.

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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.