



For Immediate Release

Etch A Sketch® Announces iPhone Version On Apple App Store

Classic Drawing Toy Available For iPhone and iPod touch

Tustin, CA – July 10, 2008 – Freeze Tag today announced that a native version of Etch A Sketch, the world's favorite drawing toy, will be available from the new Apple App Store beginning today. With finger-touch drawing, coloring options, shape creation and photo import/export, this digital doodling application offers much more than the original analog toy. And just like the classic toy, you can "shake" your iPhone or iPod touch to erase your sketches.

"Etch A Sketch on iPhone is a doodler's dream," said Craig Holland, CEO of Freeze Tag, "With the innovative Multi-Touch user interface you can actually create artwork by touching both 'digital' knobs at the same time, something you can't do on any other wireless device, or you can just use your fingers to draw directly on the gray canvas."

With more than 150 million Etch A Sketch toys sold since 1960, The Ohio Art Company looks forward to a whole new generation of creators experiencing the brand through the iPhone. "Etch A Sketch is a classic toy brand that comes alive on the iPhone," said Martin Killgallon, senior vice president of The Ohio Art Company. "We believe our consumers will be excited to see an innovative digital version of the classic toy they grew up with as a child," he added.

Etch A Sketch will be available for just \$4.99 from Apple's App Store on iPhone and iPod touch or at www.itunes.com/appstore/

Also, Freeze Tag and Ohio Art announced that the PC & Macintosh versions of the digital Etch A Sketch are now available for download on major Internet casual games portals. In addition to extensive drawing tools, the PC & Macintosh versions include a set of games featuring the adventures of an all new character called Knobby™. In the fall, a packaged CD-ROM version will be available through major retail stores across the USA.

About Freeze Tag:

As a leading publisher of casual games, Freeze Tag delivers best-of-class casual video games where ever consumers want to play. Through its partnerships with classic consumer brand-holders like The Ohio Art Company, Scholastic, Universal Digital Products Group, and Nertz Card Company, Freeze Tag offers high quality

entertainment that is always "family friendly fun!" Visit the Freeze Tag Web site at: www.freezetag.com

About Ohio Art:

Established in 1908 and headquartered in Bryan, Ohio, The Ohio Art Company is principally engaged in two lines of business including the marketing and distribution of toys both domestically and internationally as well as the manufacture and sale of custom metal lithography. The company is known world-wide for toy brands including Etch A Sketch®, K's Kids® and Betty Spaghetti®. Visit the Ohio Art Web site at: <http://www.ohioart.com>.

Freeze Tag Contact:

Mick Donahoo
Freeze Tag, Inc.
(714) 210-3850 x10
mdonahoo@freezetag.com

Ohio Art Contact:

Lauren Grande
Southard Communications
212-777-2220
lauren@southardinc.com

**Etch A Sketch Screenshots
(created using Etch A Sketch for the iPhone & iPod Touch)**



