



For Immediate Release

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OHIO ART INTRODUCES HIP DESIGNS AND BRIGHT COLORS TO ITS CLASSIC ETCH A SKETCH® LINE FOR 2005

New York, NY, February 20, 2005—The Ohio Art Company, creator of timeless drawing toys, introduces an ultra-cool line of fun and exciting sketching products at Toy Fair 2005. The company will unveil a new line of frames and designs to its Classic Etch A Sketch product line.

This year's new products include: the new **Mini Etch A Sketch in an Easter Egg®**. A great Easter Egg Hunt surprise, each real-working Mini Etch A Sketch is available in a variety of pastels and come packaged in its own Easter Egg. The **Pocket Etch A Sketch®** is dressed up for the runway with a new array of fashionable frames, including a variety of camouflage designs, sleek metallic colors, and groovy tie-dye patterns – bringing an unconventional canvas to Etch A Sketch artists everywhere. Lights, Camera, Sparkle!

“These new products from the Classic Etch A Sketch line, offers considerable appeal and play value to long-time Etch A Sketch enthusiasts as well as newcomers,” says Larry Killgallon, President of the Ohio Art Company, “Etch A Sketch lovers can now own an Etch A Sketch as individual as they are.”

The Mini Easter Egg Etch A Sketch has a SRP of \$2.99 and the Pocket Etch A Sketch Color Assortment has a SRP of \$4.99. All Etch A Sketch products are recommended for ages 4 and up.

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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.