



For Immediate Release

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TURN YOUR T.V. "ON" WITH ETO™

*The Ohio Art Company Introduces The New High-Tech ETO
From Etch A Sketch Electronics*

NEW YORK, August 5, 2004 – The Ohio Art Company introduces a high-tech make-over for your television with the worlds' first and only all-in-one T.V. hook-up creativity system, ETO, by Etch A Sketch Electronics. Launching in stores nationwide this month, kids can now for the first time ever create their very own drawings and games right on their television set! This interactive creation station is jam-packed with creative thought starters, imagination drivers and fun finders using animation and sounds as well as existing images and backgrounds.

"This is an extraordinary development that combines the creative simplicity of Etch A Sketch with the interactivity of television," notes Jo Wood, Vice President of Research and Development with Ohio Art. "Parents and kids will be amazed with the technology, while also being captivated with the creative play value offered with ETO," she adds.

ETO has three main play modes:

- Play Mode 1 – "My Ideas" allows children to create their own original artwork with a variety of drawing tools, 100 clip art images, colorful paints and patterns, special effects and more!
- Play Mode 2 – "Art Sparks" features loads of cool background images, awesome animation, clip art, sound effects and more to spark new creations.
- Play Mode 3 – "Create A Game" allows kids to create and play their own games. Designing their own maze background, game players can pick maze obstacles and choose from a variety of game characters.

ETO comes complete with a library of stock images, backgrounds, animation and music options in a uniquely stylized system controller. Using a standard 6' A/V cord to hook-up to your television, ETO brings creations to life directly on the screen in one easy step. The possibilities for a child to express their creativity are endless.

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“Given the excellent brand recognition and consumer loyalty with Etch A Sketch, an extension into electronics is natural,” says Larry Killgallon, President of the Ohio Art Company. “We believe ETO offers consumers the core play value that’s been associated with Etch A Sketch packaged in an easy-to-use and exciting electronic format for television.”

ETO is recommended for ages 4 – 11 and retails for \$34.99.

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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 creator of the famous Etch A Sketch® drawing toy.