



FOR IMMEDIATE RELEASE

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OHIO ART INTRODUCES EXCITING NEW BRAND EXTENSIONS TO WORLD'S FAVORITE DRAWING TOY® - THE ETCH A SKETCH®

*Drawing options are endless with the new Freestyle™,
Magic Pad™ and Doodle Sketch™*

BRYAN, OH (February 15, 2008) – The Ohio Art Company today unveiled three new Etch A Sketch products that offer an update on the classic drawing toy. The Freestyle, the Doodle Sketch and the Magic Pad were each designed to provide endless drawing options for children 3 and up.

Following a year of strong sales for the classic drawing toy, the new line of Etch A Sketch toys allows kids to sketch with more flexibility. Thanks to freestyle controllers, magic styluses and doodle stamps, the new Etch A Sketch toys encourage creativity and foster developmental skills for children ages three and up.

The 2009 Etch A Sketch line includes:

➤ **The Etch A Sketch Freestyle™**

SRP: \$14.99

- Features a freestyle controller that swivels 360° providing the ability to draw lines, loops, curves and curly-Q's with ease.
- Shake to erase – just like the original Etch A Sketch.
- Portable and ideal for travel
- Includes one free fun screen and dozens more available for download online featuring mazes, pictures to trace, etc.

➤ **The Etch A Sketch Magic Pad™**

SRP: \$18.99

- Features two fun ways to draw and two fun ways to erase.
- Knobs draw perfect lines while the Magic Stylus draws squiggles.
- With the Magic Stylus eraser, artists can make minor erasing adjustments or wipe out and start from scratch.
- Children can also use their finger to erase!

- more -

➤ **The Etch A Sketch Doodle Sketch™**

SRP: \$14.99

- Features a Doodle Stylus and Doodle Stamps
- The Doodle Eraser makes erasing easy with one quick swoop.
- Magically draw, erase and draw all over again!

Doodle Sketch will be available Spring 2009 and Etch A Sketch Freestyle and Magic Pad will hit shelves Fall 2009 at retailers nationwide. The entire Etch A Sketch line is also available online at www.ohioart.com.

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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.