



**FOR IMMEDIATE RELEASE**

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**OHIO ART'S NEW LINE OF MAGICAL JOOLZ™  
ARE THE GEM OF TOY FAIR**

***Rocks magically turn into gems with new line of make-it-yourself jewelry***

NEW YORK (February 11, 2007) - The Ohio Art exhibit sparkled today as the company unveiled its new line of Joolz Magic Gems™, a collection of mix and match jewels that are amazingly created from magic rocks.

Transformed when mixed with water in the Magic Revealer, rocks magically change to reveal sparkling gems that can be combined to create one-of-a-kind bracelets, earrings, necklaces and charms. All children have to do is place the magic rocks into the Magic Revealer - then shake, shake, shake and, voila! They have shimmering gems!

Available in sets of various sizes and shapes, Joolz Magic Gems allow girls to create and design gemstone jewelry that is easy to make and fun to wear. The following Joolz Magic Gem sets are all designed for endless jewelry making-fun.

**Joolz™ Magic Gems** (SRP: \$14.99) Create up to 8 pieces of jewelry with the large set that includes:

- 35 Joolz Magic Rocks
- 1 Magic Revealer
- 1 Necklace
- 1 Bracelet
- 2 Pairs of Clip-On Earrings
- 2 Hair Slides
- 2 Rings

**Joolz™ Mini Magic Gems** (SRP: \$9.99) Create up to 3 pieces of jewelry with the mini set that includes:

- 15 Joolz Magic Rocks
- 1 Magic Revealer
- 1 Necklace
- 1 Bracelet
- 1 Ring

“Current research shows that girls rank activity play as their favorite way to play,” said Larry Killgallon, President Ohio Art Company. “The Joolz activity sets combine this activity play with a fashion element, making it the perfect combination for stylish young girls,” he adds.

Appropriate for girls ages 4-9, Magic Joolz will be available in Fall 2007.

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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.