



## FOR IMMEDIATE RELEASE

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### **OHIO ART DRAWS ON LEADING NICKELODEON® CHARACTERS WITH NEW ETCH A SKETCH® LINE OF DRAWING TOYS**

*- New licensed Etch A Sketch designs to feature Dora the Explorer and  
SpongeBob SquarePants among other popular Nickelodeon properties -*

NEW YORK (February 11, 2007) —The Ohio Art Company has launched a new line of Nickelodeon-licensed Etch A Sketch branded products featuring popular Nickelodeon properties – which have been unveiled here at the 2007 American International Toy Fair.

Dora The Explorer, SpongeBob SquarePants, and Go Diego Go are among the first characters to be featured in the new line of Etch A Sketch drawing toys. This Spring, Ohio Art will also introduce new versions of their Pocket Etch A Sketch, featuring the Nickelodeon properties. Also sure to be a hit, will be the introduction of Fun Screen overlays that when placed over the sketching screen, provide mazes, connect the dots, puzzles and other activities to enhance creative play.

“We are enthusiastic about this powerful partnership of two well-known children’s brands,” noted Larry Killgallon, President of the Ohio Art Company. “We believe the appeal of the Nickelodeon brand combined with the timeless popularity of Etch A Sketch makes for a powerful new line of products,” he adds.

Both Etch A Sketch sizes will be available at mass retailers this Spring. Pocket Etch A Sketch products will be available for a suggested retail price of \$5.99, while original-sized Etch A Sketch products will be available for \$12.99. Fun Screen overlays will be available in packs of 8 for a suggested retail price of \$4.99.

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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 creators of the famous Etch A Sketch® drawing toy.

### About Nickelodeon & Viacom Consumer Products

Nickelodeon & Viacom Consumer Products manages the world's third largest licensing business, representing leading properties such as *SpongeBob SquarePants* and *Dora the Explorer*, and managing merchandising for Nick Jr., Nickelodeon, Paramount Pictures, Comedy Central, MTVN International, and Spike TV.

Nickelodeon, now in its 27<sup>th</sup> year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books, magazines and feature films. Nickelodeon's U.S. television network is seen in more than 90 million households and has been the number-one-rated basic cable network for ten consecutive years. Nickelodeon and all related titles, characters and logos are trademarks of Viacom International Inc. (NYSE: VIA, VIA.B)