



FOR IMMEDIATE RELEASE

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**OHIO ART DRAWS ON LEADING NICKELODEON CHARACTERS WITH
NEW ETCH A SKETCH® LINE**

- New Etch A Sketch products to feature Dora the Explorer and SpongeBob SquarePants for Fall 2006 with additional characters to follow in Spring

NEW YORK (August 22, 2006) —The Ohio Art Company and Nickelodeon announced a licensing agreement today to launch a new line of Etch A Sketch branded products featuring Nickelodeon-licensed properties. Dora The Explorer and SpongeBob SquarePants will be launched in Fall 2006 with new products to follow in Spring.

"We are enthusiastic about this expansion of our current partnership," said Larry Killgallon, President of the Ohio Art Company. "The combination of these beloved kids' characters and a classic American toy is a perfect fit."

Nickelodeon-licensed Etch A Sketch products will launch at KB Toy Stores nationwide beginning this Fall with an SPR of \$12.99.

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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 27th 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)