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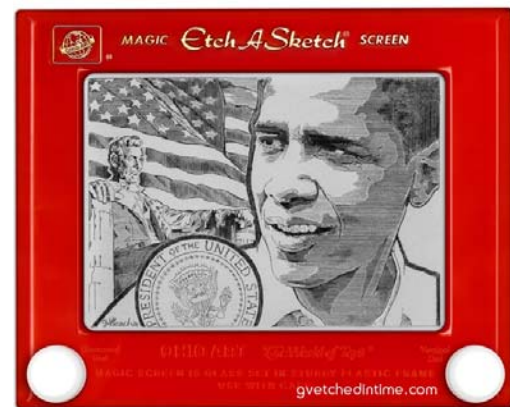
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FAMED ETCH A SKETCH® ARTIST UNVEILS BARACK OBAMA MASTERPIECE HONORING BLACK HISTORY MONTH

*The Ohio Art Company® and George Vlosich III present sketch of the first
African American president of the United States*

BRYAN, OH (February 26, 2008) – The Ohio Art Company, creators of the world famous Etch A Sketch, today unveiled an awe-inspiring sketch of President Barack Obama in celebration of Black History Month. Created to honor the country's first African American commander in chief, the masterpiece was sketched by famed artist George Vlosich III and features Obama's face alongside the presidential seal with a vision of the American flag and Abraham Lincoln in the background.

Known for his extraordinary talent producing masterpieces on the Etch A Sketch, Vlosich created the work of art in advance of the presidential inauguration and upon completion, graciously accepted the invitation for it to be displayed at D.C.'s MANIFEST HOPE event. The brainchild of street artist and creator of the Barack Obama HOPE poster, Shepard Fairey's MANIFEST HOPE event showcased a diverse array of the nation's most talented artists whose work celebrated President Barack Obama.



"We've had the honor of working with George since he was 11 years old – not long after he drew his first masterpiece featuring the U.S. Capitol Building on his mother's old Etch A Sketch from the 1960s," says Martin Killgallon, Senior VP of Sales and Product Development, The Ohio Art Company. "We are thrilled that George has chosen the Etch A Sketch on which to display his amazing portrait of our country's new president as we commemorate Black History Month," he adds.

"I've always acknowledged that art is a God-given talent," says Vlosich. "I am so proud to be able to use my talent to honor Black History Month and celebrate the country's first African American president," he adds.

A virtual gallery featuring photos of Vlosich's creations along with images of his Barack Obama sketch which took approximately 100 hours to create can be found on his website, www.gvetchedintime.com. Visitors to the site can also view a remarkable video of Vlosich creating a sketch of Barack Obama that is currently available in celebration of Black History Month.

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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.

About George Vlosich III

Since 1989 - at just ten years of age - George Vlosich III has been perfecting his talent on the Etch A Sketch. Each is an original, one-of-a-kind work of art that takes approximately 70-80 hours to create and upon completion, is preserved to stand the test of time. Vlosich has etched many of the world's greatest athletes and celebrities and his work has been described as "the one continuous line that continues to amaze the world." Vlosich is proud to have paved the way for others to follow in his footsteps and possesses an uncompromising passion to take his etches to places no one ever thought possible. Visit Vlosich's website at www.gvetchedintime.com