

Headcase™ and The Ohio Art Company Introduce New Etch A Sketch® iPad case.

Orlando – September 20, 2010 – Headcase™, in partnership with the Ohio Art Company, today officially introduced the first Etch a Sketch iPad case, allowing for the world's most popular drawing toy to provide a fun and entertaining backdrop for one of the most revolutionary devices conceived by Apple. The Etch a Sketch® iPad case is available for purchase for \$39.00 at <http://www.getaheadcase.com>

Celebrating its 50th anniversary, Etch A Sketch has sold over 150 million units worldwide and continues to be one of the most popular toys with both children and parents. The iPad sold over 3 million units in its first 80 days alone.

“Etch A Sketch has been one of the most recognized and iconic toys for five generations,” says Daniel Deutsch, CEO of Headcase. “Similarly, the iPad is instantly recognizable and has defined an entirely new category of technology. It's a natural fit between these two leading brands, and it's been a thrill to work with Ohio Art to bring the look and the feel of the world's most popular drawing toy to Apple's latest opus. It is the perfect accessory for those of us who never really grew up,” he adds.

The Etch A Sketch iPad case resembles America's favorite toy, and is made of impact resistant ABS plastic, allowing for the ultimate in protection for an iPad case. Rubber feet and a felt backing gently cradle the iPad inside the Etch A Sketch iPad case, while strategically placed windows throughout the Etch A Sketch iPad case allow for easy use of all switches, ports, and buttons. A retractable kick stands allow one to either lay the iPad flat, or angle it for easy use of the iPad keyboard.

“We are excited to have worked in close partnership with Headcase to bring this new, fun and very functional Etch a Sketch iPad case to our customers,” notes Martin Killgallon, Senior Vice President with the Ohio Art Company. “ We're looking forward to great success for not only this product but for soon to be introduced iPhone and iPad apps,” he adds.

Headcase™ is a division of Real Simple Ideas LLC, an Orlando, FL based product development company. With in-house design and prototyping capabilities, ideas go from conception to distribution in record time. For more Etch A Sketch fun on the iPhone and iPad, check out the *only official* Etch A Sketch applications by Freeze Tag. The Etch A Sketch for iPhone is available now. The Etch A Sketch for iPad is coming soon. Check here for official Etch A Sketch applications: www.freezetag.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.

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iPad™ is a trademark of Apple®, inc.

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For Hi-res images, please visit the press room at <http://www.getaheadcase.com/press.html>