



For Immediate Release

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**OHIO ART DRAWS ON TECHNOLOGY
WITH LAUNCH OF ALL-NEW ETCH A SKETCH® SCRIBBLER™**

--An All-New Plug-and-Play Creativity Toy Available in Spring 2006--

Bryan, OH, June 2005—The Ohio Art Company sketches the perfect combination of today's technology with one of yesterday's favorite drawing toy, the Classic Etch A Sketch, and introduces the Etch A Sketch Scribbler, the latest addition to the expanding Etch A Sketch Electronics line.

The Etch A Sketch Scribbler is the only creativity product that features a touchpad screen and a drawing stylus. The Scribbler plugs directly into the television set allowing young artists to showcase their personal creations on the big screen, offering hours of imaginative play. It also comes equipped with a toolbox that is jam-packed with creative fun and includes:

- A variety of fabulous animations
- Ultra-cool backgrounds
- Over 250 bright colors
- Tons of crazy lines and shapes
- Super silly stamps

- more -

“With the growing demand for technology-based toys, we are pleased to launch another innovative, interactive product as part of our growing Etch A Sketch Electronics line,” says Larry Killgallon, President of Ohio Art Company, “The Etch A Sketch Scribbler is yet another product that offers unlimited creative fun for young kids.”

Recommended for ages 4 and up the Etch A Sketch Scribbler has a suggested retail price of \$19.99 and will be available at leading retail outlets in Spring 2006.

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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.