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Contact:
Lauren Grande
Southard Communications
212-777-2220, ext. 17
lauren@southardinc.com

OHIO ART 2007 PRODUCT LINE-UP TO HIGHLIGHT LAUNCH OF ALL NEW BETTY SPAGHETTY® LINE, NEW LICENSES AND EXCITING K'S KIDS® BRAND EXTENSIONS

NEW YORK, December 4, 2006 – At the 2007 American International Toy Fair, The Ohio Art Company will unveil its exciting new product line-up which focuses on innovative products that inspire endless creative play possibilities. Spanning multiple categories, this year's line-up is sure to be a hit with parents and children of all ages.

“With the complete revitalization of the Betty Spaghetti® brand, imaginative enhancements to our Classic Etch A Sketch® brand as well as extensions to our successful K's Kids Infant and Toddler line, Ohio Art has worked to capitalize on consumer insights in order to bring innovative new product to the marketplace” said Martin Killgallon, Ohio Art's Director of Marketing.

Highlights for 2007 include:

- **Betty Spaghetti®**

The Betty Spaghetti® doll has gotten a complete makeover that features millions of ways to mix her up! With hot new fashions and enhanced activities including hair play, beading and mix and match body parts and clothes, Betty Spaghetti® combines all of girls' favorite ways to play. The new line will target girls 4 to 11 and will be available in a variety of themes and price points.

- **Etch A Sketch®**

The World's Favorite Drawing Toy®, Etch A Sketch®, beloved for its familiar red frame, white knobs, shake to erase fun and magical drawing ability has teamed up with Nickelodeon to introduce a complete line of SpongeBob SquarePants, Dora The Explorer, Go Diego Go and Backyardigans themed Etch A Sketch® products. These new products will be available in multiple shapes and sizes and will also include Nickelodeon inspired accessories to enhance drawing fun.

- **K's Kids®**

K's Kids®, an award winning line of finely crafted developmental toys for babies and toddlers, features uniquely designed products that are educational and fun. Introduced in 2005, Ohio Art will capitalize on the success of this line by adding several new products to the line. Some of the new toys include "I Am The Boss," a jumbo-sized blue dinosaur that holds a pool of 60 balls in his tummy that unzips to reveal a play area big enough for children to sit in and play. Other new additions to the line include the Floating Whale bath toy, the Block N Learn set of soft building blocks and several other products spanning different price points.

- **Joolz Magic Gems™**

Joolz Magic Gems™ is a new brand of make-your-own jewelry fun that is sure to be a hit with girls. The product line features magic rocks that, when placed in the revealer, magically change to cool sparkling gems. Once the gem is revealed, girls can mix and match to create their own necklaces, bracelets, earrings and charms. The possibilities and fun are endless.

- **Doodle Daisy™**

Ohio Art also plans to unveil Doodle Daisy™, the female companion to the award-winning drawing buddy, Doodle Doug™. Like her original buddy, children can watch Doodle Daisy™ spin and spiral as she creates amazing drawings. She holds up to five markers at one time, and also includes stampers that let kids decorate their new work of art.

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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 manufactures and markets the world famous Etch A Sketch® drawing toy, as well as a complete line of toys that enhance and provide development, creativity, and positive reinforcement. Product lines include "Making Creativity Fun" activity toys, such as Etch A Sketch®, Magna Doodle®, and Doodle Doug(TM). In addition, the Company's Diversified Products Division manufactures lithographed products for the photographic, food container, and specialty premium markets.

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)