



For Immediate Release

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**SHAKE, RATTLE & ROLL – WIRED FROM ETCH A SKETCH ELECTRONICS™  
SET TO PREVIEW ON TELEVISION'S NATIONWIDE**

***Ohio Art's Newest Addition to Etch A Sketch Electronics Line Puts a New Spin on  
"Shake to Erase"***

New York, NY February 20, 2005—Etch A Sketch Electronics has brought the fun, creativity and individuality of the traditional Etch A Sketch® to your television with the launch of ***Etch A Sketch Wired™***. Wired plugs directly into your television set and just like the original Etch A Sketch, young artists can use the knobs of the Etch A Sketch Wired controller to create a one-of-a-kind drawing on their TV screen. If that's not enough, amazingly, like Etch A Sketch, all one has to do is simply "shake to erase" and start a new piece of art.

"Etch A Sketch Wired is sure to be a hit with today's TV generation," notes Larry Killgallon, President of Ohio Art Company, "For more than 45 years kids have loved the draw and 'shake to erase' characteristic of the traditional Etch A Sketch. Now thanks to innovative new electronics technology, kids can do it right in their own room and on their very own television," he exclaims.

The new Etch A Sketch Wired features sound effects, shape templates, drawing tools, and four play modes including:

- *Free Draw* to create original Etch A Sketch artwork
- *Connect the Dots* to make fun pictures
- *Trace Cool Images*
- *Drawing with funky gadgets and gizmos*

"Etch A Sketch Wired takes creativity to a whole new level," Killgallon adds, "It provides the fun of TV play with the creativity of what has made Etch A Sketch such a classic and meaningful product for generations."

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Recommended for ages 4 and up the Etch A Sketch Wired has a suggested retail price of \$19.99 and will be available at leading retail outlets in Fall 2005.

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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.