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ONE OF THE HOTTEST NEW CONSTRUCTION TOYS LAUNCHES NATIONWIDE

-nanoblock® now available at Toys“R”Us stores nationwide, Toysrus.com and select specialty retailers-

New York, NY, September 12, 2011- nanoblock, one of the year’s most sought after new products, has officially launched at Toys“R”Us stores nationwide and online at Toysrus.com, as well as at the legendary FAO Schwarz Fifth Avenue store in New York City. The product is also available at select specialty stores across the country.

Marketed and distributed by The Ohio Art Company, manufacturers of the iconic Etch A Sketch®, nanoblock was recently named **Best Construction Toy of the Year** by the American Specialty Toy Retailing Association (ASTRA). A Japanese phenomenon for the last several years, nanoblock is the world’s smallest building block system featuring a patented double-feather design to lock micro-sized pieces firmly together. This allows for very realistic creations featuring significant detail and design. Various nanoblock building sets are currently available, including sets that feature 150 to 500 individual pieces.

Two series are now available at retail, including six ‘mini series’ and three in the celebrated ‘Sites to See’ collection, which allows enthusiasts to construct iconic architecture from around the world, including the Taj Mahal and Eiffel Tower. The company anticipates having 22 sets in store by the end of the year.

“With nanoblock, we’ve taken construction blocks to a whole new level,” says Larry Killgallon, president of the Ohio Art Company. “Kids and building enthusiasts alike will now be able to easily and affordably construct interesting, creative designs such as the ‘mini series’ and ‘Sites to See’ series, using the smallest blocks ever manufactured.”

“This allows for the ultimate in creative expression providing consumers with a fun and entertaining play experience,” Killgallon adds “We’re extremely pleased to bring this exciting new building block set to Toys“R”Us stores in the United States, where we anticipate consumer reaction to nanoblock will be as equally strong as it is in Japan.”

The Ohio Art Company is partnering with Kawada Company in Japan which first launched nanoblock in that country several years ago. For more information visit www.mynanoblock.com

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About The Ohio Art Company

Creators of the famous Etch A Sketch[®] drawing toy, which recently celebrated its 50th year anniversary. 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 innovative toys that encourage creativity and learning while providing hours of enjoyment, encouraging self-expression and promoting positive development.

The company also markets specialty award winning toys including K's Kids[®], a line of toys specially developed for babies and toddlers, nanoblock[®], world smallest building block system and CLICS[®].

About Kawada Company

Located in Tokyo, Japan, Kawada Company is a leading wholesaler of toys and games. Specializing in toy building blocks, Kawada is followed by a nationwide distribution network and is now distributing toys in the United States. Kawada develops building blocks that create more realistic and detailed items than the other leading building toys. For more information about the Kawada Company, visit <http://www.diablock.co.jp/kawada/about.html>.