

For Immediate Release



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**THE OHIO ART COMPANY NAMED EXCLUSIVE U.S. SALES AND MARKETING AGENT FOR
NANOBLOCK®**

--Available this holiday season at Toys "R" Us Times Square & FAO Schwarz--

New York, NY, November 11, 2010—The Ohio Art Company has been named by Kawada Company as the exclusive U.S. sales and marketing agent for nanoblock, the Japanese phenomenon that boasts the world's smallest toy building blocks. Developed in Tokyo, nanoblock building and construction sets employ a patented double feather design to lock pieces firmly together. Each set, which includes 150 to over 500 pieces, feature different collections delivering more realistic creations with greater detail than ever before.

Within weeks of the official announcement, Ohio Art President Larry Killgallon said that nanoblocks will be available this holiday season at FAO Schwarz store in New York. Killgallon noted that nanoblocks will be available nationwide at Toys "R" Us stores in February of 2011.

"We are thrilled to be partnering with such a reputable, quality organization as The Ohio Art Company," says Tetsuo Koroyasu, President of Kawada Co., Ltd. "We look forward to many successful years of working together," he adds.

Each mini collection of blocks offers building enthusiasts endless possibilities, making for a fun and easy project. Two sized sets will be offered, the mini-series features different animals ranging from dogs to koala bears. The 'Sites to See' series, which is also available, allows building enthusiasts to construct iconic architecture from around the world including the Taj Mahal and Eiffel Tower.

“Based upon initial reaction here in the U.S., we expect nanoblock to be as successful and as popular as it is in Japan,” Killgallon adds. “Nanoblock is a perfect compliment to the rest of our product lines, and we are extremely pleased to be representing this exciting product here in the United States.”

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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.

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>.