

## 's Undersea Encounter

cope, at its booth, 2933 and already boasts the world-famous Undersea Encounter adds Ant Farm brand, Surf Frogs and Butterfly Jungle products.



Steven Levine, president of Uncle Milton, says "We're providing nature-themed product that will engage, enthuse and educate children, while providing the fun and excitement of owning a pet."

The Undersea Encounter is the most unique aquarium on the market, as its key feature is an underwater viewing scope that allows you to see inside the aquarium. The submersible lens is stationed to offer a crystal-clear, three-dimensional magnified view of the fish and their environment. A special feeding feature dispenses food in front of the lens so that fish are attracted to the optimal viewing area.

"The Undersea Encounter is the most imaginative starter aquarium on the market," Levine points out. "Our amazing new underwater viewing scope actually puts you face-to-fish with your goldfish or guppy."

Uncle Milton Industries, based in

Westlake Village, California, was established in 1946 by Milton Levine. The company, renowned for its introduction of the world-famous Ant Farm brand ant habitat, continues to fascinate and educate millions. Uncle Milton has sold more than 15 million Ant Farm units and shipped an estimated half billion live ants to "Ant Farmers" in North America. Other successful products from Uncle Milton include Surf Frogs, Alien Orbiter, Star Theater, Super GeoScope and the Mars and Beyond-Space Exploration System, among others.

For further information, visit Uncle Milton's booth or suite at TOY FAIR, or check out the company's website at [www.unclemilton.com](http://www.unclemilton.com).

## Music Mayhem, New Board Game, Set to Storm National Stage

A new board game that has game industry experts raving is set to take the national stage at Booth G-209 in the Javits Center. Music Mayhem, the brainchild of Bill Solboe of Milwaukee, Wisconsin, is billed as a "furiously fun game that transforms your favorite music into a wildly competitive board game."

One player is chosen as the DJ, the person who will decide what songs will be played. Players spin the record to determine how their turn will be played: "Solo" for only one player or team to guess the artist or title, or "Mayhem," a free-for-all where everyone guesses and gets to "turn up the volume."

The game is cleverly designed so that if one player is a little "too good," they can be "Equalized" or "Muted." As Solboe explains, "This adds some strategy to the game, and also keeps the 30- to 60-minute game competitive." The first player (or team) to score 11 on the "volume control" scoreboard wins. "Of course, people who really know music know why we play to 11," says Solboe.

"We are extremely excited to be using TOY FAIR as our national debut," Solboe, the game's creator, says. "Once people see it and see how it's played, the potential is unlimited."

Music Mayhem can be found at Booth G-209 at the Jacob K. Javits Convention Center.

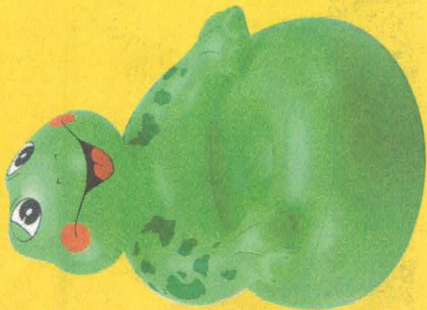


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