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PRESS RELEASE

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INTERNAL DRAFT – FOR REVIEW

After 30 years of waiting, Star Wars, Uncle Milton and NeuroSky make The Force a reality.

The debut product, featuring the popular STAR WARS license, challenges people to “use the Force” to move an object with their thoughts

**Star Wars® Uncle Milton® AND NeuroSky® ANNOUNCE
EXCLUSIVE PARTNERSHIP FOR SCIENCE TOYS**

WESTLAKE VILLAGE, CA—(May XX, 2009)— Uncle Milton Industries, a leading manufacturer of science and nature exploration toys, and NeuroSky, Inc., the leader in Consumer Brain-Computer Interface technologies, announce an exclusive partnership to develop science toys and games utilizing NeuroSky’s ThinkGear™ technology. ThinkGear technology recognizes brainwave activity during varying levels of concentration, processes it and transmits the digital signals from a headset to a base unit, triggering movement—in this case moving something with nothing but the user’s mind. The first product of this partnership, the *STAR WARS* Force Trainer, was introduced to the market earlier this year at Toy Fair and will be available to consumers for pre-sale at midnight July 23, 2009.

“The one aspect of the *STAR WARS* galaxy that has eluded the boundaries of science has been The Force,” states Frank Adler, executive vice president of Uncle Milton Industries. “That is, until now. Thanks to the marriage of NeuroSky’s ThinkGear technology, our product design expertise, and the incredibly powerful *STAR WARS* franchise, the Force Trainer actually allows you to control a Jedi Training Remote with your mind, by tapping into cutting-edge brainwave technology. The deeper your concentration and mental focus, the greater affect you have on the Training Remote Sphere, moving it up or down through 15 levels of training. It’s truly awesome and something you have to try firsthand in order to grasp the full experience.”

Insert quote from NeuroSky here...

“When George Lucas introduced the concept of The Force thirty years ago, no one could have known how much his creative vision would impact people – we are honored to have the technology that makes The Force a reality,” states Stanly Yang, CEO of NeuroSky. “As a science and technology company, we fundamentally understand the importance of introducing science to young people in a fun and unique way. Uncle Milton has been the expert in science toys for over 50 years, making them the perfect company to bring The Force to children - and adults, everywhere. The Force Trainer takes cutting edge science and makes it simple and engaging. This is just the beginning of a partnership that will enhance the way that children learn about science and the brain. I hope that these efforts will inspire the next generation of youth to embrace scientific fields of study—I know it has excited our own scientists.”

Insert quote from Lucasfilms here...

About NeuroSky

NeuroSky, Inc. is the leader in Consumer Brain-Computer Interface technologies for consumer product application. Founded in 2004 and headquartered in San Jose, CA, NeuroSky works with industry partners, developers, and with academic and research institutions to provide innovative products and solutions across a wide range of areas.

Applications for NeuroSky's technology are as diverse as consumer electronics, health & wellness, education & training, transportation, market research and others. NeuroSky has developed a user-friendly brainwave reading technology using a single (dry) sensor and onboard signal-processing chip. For more information about NeuroSky, please visit www.neurosky.com.

About Uncle Milton

Uncle Milton Industries, based in Westlake Village, CA, began in 1946 as a novelty business geared toward the nation's rising baby boomer generation. Since the introduction of Ant Farm[®], Uncle Milton has become a leading manufacturer of science and nature exploration products. Uncle Milton offers a full line of products including habitats, aquariums, home planetariums, 3-D projectors, R/C animals and other exciting science and nature toys.

Uncle Milton's fascinating and educational toys are available at fine specialty toy, hobby, gift, education, mass merchant and department stores nationwide, and through online retailers. For more information, visit the company's website at www.unclemilton.com or call 800-869-7555.

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