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EDU-SCIENCE PREMIERS *SCIENTIFIC AMERICAN* BRANDED LINE OF SCIENCE TOYS AT FALL TOY PREVIEW IN DALLAS

PRESS RELEASE FROM NATURE PUBLISHING GROUP
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HONG KONG – (August 25, 2011) – Edu-Science (H.K.) Ltd., an innovator in educational science and nature toys, announced it will launch a new line of *SCIENTIFIC AMERICAN* science toys and kits at The Fall Toy Preview in Dallas (Showroom 8111, World Trade Center).

Edu-Science was granted rights to a multi-year licensing deal to develop, manufacture and distribute *Scientific American* branded science toys for children ages six and up. The line will focus on a variety of themes, including dinosaurs, entomology, weather, and other areas of science.

"Partnering with *Scientific American* is a natural fit for us," said Franki Tsang, V.P., Research & Development at Edu-Science. "Utilizing the resources of the magazine will enable us to develop new toys that engage children while teaching them about the exciting world in which they live."

"*Scientific American*" is committed to making science accessible and relevant to learners of all ages. We look forward to working with Edu-Science to create toys that bring the fun of science to life," said Diane McGarvey, Director of Ancillary Products at *Scientific American*.

The *Scientific American* line of toys and science kits complements existing science-related experiment kits and other items from Edu-Science, (H.K.) Ltd. and will be available in June.

Founded in 1845, *Scientific American* is the longest continuously published magazine in the US and the leading authoritative publication for science in the general media. *Scientific American* and its parent organization, Nature Publishing Group, are members of Change the Equation, a CEO-led public-private partnership to cultivate widespread science, technology, engineering and math (STEM) literacy in the United States.

In May 2011, *Scientific American* launched three educational initiatives including Bring Science Home, a free month-long online series of fun science activities that parents and kids can do together. *Scientific American* has a dedicated education section of its website (scientificamerican.com/education) which hosts its educational initiatives.

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About Nature Publishing Group (NPG)

Scientific American is at the heart of Nature Publishing Group's consumer media division, meeting the needs of the general public. Founded in 1845, *Scientific American* is the oldest continuously published magazine in the US and the leading authoritative publication for science in the general media. Together with scientificamerican.com and 14 local language editions around the world it reaches more than 5 million consumers and scientists. Other titles include *Scientific American Mind* and *Spektrum der Wissenschaft* in Germany. For more information, please visit www.scientificamerican.com.

About Edu-Science (H.K) Ltd.

EDU-SCIENCE (H.K.) LIMITED is a leading developer and manufacturer of educational toys. The company specializes in optical science, aviation science, science kits, educational toys and Electronics. Tree of Knowledge (H.K.) Limited is a subsidiary of EDU-SCIENCE (H.K.) LIMITED.

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