



BOLDF★**CE** GROUP INC.

BOLDFACE Group, Inc. Signs Licensing Agreement with UGLYDOLL

Santa Monica, CA - May 3, 2013

BOLDFACE Group, Inc. (BLBK), a celebrity beauty licensing company (the "Company" or "Boldface") founded by beauty industry veterans focused on top tier celebrity and designer brands for opportunities in the beauty, home care and fragrance markets, today announced that the Company has entered into a licensing agreement with Pretty Ugly, LLC, the creators of the popular UGLYDOLL brand, to expand the category of Beauty and Personal Care line of products.

The husband and wife artist team of David Horvath and Sun-Min Kim created the UGLYDOLL characters in 2001, and since then, the franchise has become a worldwide success with an extensive line of licensed products and publishing.

Since its inception the UGLYDOLL brand has been somewhat of a retail anomaly; showcased at Barneys, MoMA, Giant Robot, Colette Paris, as well as, Barnes & Noble and Toys R Us. Its customer base is equally varied from young children to design sophisticates.

Boldface intends to build a range of products and accessories that will speak to the unique personality of the UGLYDOLL brand and its devoted followers of all ages, and entice new followers along the way. Products will include Bath, Soap, Shower and Body Care products and Lip Balms, Fragrance, Bath Accessories, and more.

"We are committed to the positive message that UGLY is the new beautiful. The brand's specific, unisex attitude and whimsical edge will be conveyed through design, packaging, unique scents and the use of quality ingredients with result driven formulas. We will make products that will make us feel good inside and out," said Ms. Ostoya, Boldface's CEO.

In January 2013, Universal Partnerships & Licensing announced it had entered into an agreement to expand the digital category of the imaginative UGLYDOLL world, or "UGLYVERSE", by launching interactive and wireless content, such as apps, games, widgets and virtual goods. A feature film based on the UGLYDOLL characters is currently in development at Illumination Entertainment, Universal Pictures' main supplier of family and animated films. The film will be produced by Illumination founder Christopher Meledandri (Despicable Me, Hop, Dr. Seuss' the Lorax), and distributed worldwide by Universal.

This added recognition factor, to an already beloved brand, bodes well for the launch of the BOLDFACE-UGLYDOLL platform. Product merchandising tie-ins will be explored as available. Further, strong brand partnerships with other UGLYDOLL licensees will be explored for potential store-in store brand exposure.

Pretty Ugly's Chief Brand Officer Alita Friedman stated: "We are ecstatic to work with BOLDFACE. Nicole and Robin bring such enthusiasm, design and creativity to the entire Beauty category. BOLDFACE is sure to bring our lovable and colorful characters to life in a really big bold way!"

Initial products are expected to launch in late 2013.

About BOLDFACE

BOLDFACE is a Santa Monica, California based celebrity beauty licensing company founded by beauty industry veterans Nicole Ostoya and Robin Coe Hutshing. BOLDFACE also sells the cosmetics/beauty brand by Kourtney, Kim and Khloe' Kardashian as well as the fragrance by Mario Lopez. Please visit www.boldfacegroup.com for further information.

About Pretty Ugly, LLC/UGLYDOLL

David Horvath & Sun-Min Kim created the first UGLYDOLL hand-sewn plush toy in 2001. Since the inception of the first character, Wage™, who David drew on a love letter to Sun-Min, UGLYDOLL has grown into an entire universe of characters, stories, and products for all ages. The UGLYDOLL brand was launched in 2002 by Pretty Ugly, LLC of Green Brook, NJ.

The property is distinguished by David & Sun-Min's unique aesthetic and voice defining, "ugly" as distinctive and unique. The award-winning UGLYDOLL characters appear in a variety of toys, books, apparel, and other licensed products that are available in thousands of stores, worldwide. For more information, please visit www.uglydolls.com.

Press inquiries:

Felicia Diaz 310-581-2600 felicia@goldgrenade.com
Website: <http://www.boldfacegroup.com>

Investor Relations:

Booke and Company, Inc.
admin@bookeandco.com

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