



## NEWS RELEASE

### ILLUMINATION ENTERTAINMENT TAKING UGLYDOLL® TO THE MOVIES AND BEYOND

LOS ANGELES, CA, May 26, 2011—Chris Meledandri’s Illumination Entertainment has entered into a deal with the creators of the popular Uglydoll franchise to develop an animated feature film built around the imaginative Uglydoll universe, it was announced today. The husband and wife artist team of David Horvath and Sun-Min Kim created the Uglydoll characters in 2001, and since then, Uglydoll has become a phenomenon with an extensive line of licensed products. Universal Pictures-based Illumination, in partnership with Uglydoll, plans to bring the witty and unexpectedly adorable characters to life in a visually stunning and comedic feature-film event.

“Sun-Min and I are thrilled to be collaborating with Chris Meledandri, Illumination and Universal to bring our characters and the world of Uglydoll to life,” Horvath stated. “Chris understands the ‘Uglyverse’ on a creative level—beyond what we had hoped for and dreamed about—and we are very excited to be working together on an animated feature film and other cool opportunities.”

For the feature film, Illumination has tapped screenwriter Larry Stuckey (*Little Fockers*) to write an original screenplay that is inspired by the Uglydoll book stories created by Horvath. Meledandri will produce, with Horvath and Kim serving as executive producers. Illumination, Uglydoll and Universal are planning to expand the property with a wide range of media opportunities.

Meledandri said, “I first saw David and Sun-Min’s characters more than 10 years ago at Giant Robot in Los Angeles and have been a fan ever since. Their appealing characters, along with the books they write and illustrate, offer a clear vision of the depth and potential of the Uglydoll world.”

#### About Illumination Entertainment

In 2007, Chris Meledandri, the former President of 20th Century Fox Animation, founded Illumination Entertainment in partnership with Universal Pictures. The company now serves as the studio’s main supplier of all-audience family films, starting with the July 2010 debut of the blockbuster *Despicable Me*, which became the 10th-highest grossing animated film in U.S. history and was the second-highest grossing animated film of 2010 and earned more than \$542 million worldwide. Illumination has since produced the recent animated comedy hit *Hop* and is currently finishing production on next spring’s

3D-CGI feature Dr. Seuss' The Lorax. The company is also developing a new stop-motion picture based on the original Addams Family characters created by Charles Addams, with Tim Burton directing. Other projects in development include Flanimals, a CG-animated feature comedy based on the best-selling British book series by Ricky Gervais.

#### About UGLYDOLL & Pretty Ugly, LLC

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 in Edison, 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](http://www.uglydolls.com).

UGLYDOLL® and Pretty Ugly™ are registered trademarks of Pretty Ugly, LLC.

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