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**FOR IMMEDIATE RELEASE**

**Pretty Ugly Grants License to Amscan Inc., which includes Partnerships with Grasslands Road and Anagram International, Inc.**

*Edison, NJ – April 2012* - Amscan Inc., and its division Grasslands Road and its related subsidiary Anagram International, Inc. has secured licenses with Pretty Ugly™, LLC to create a complete line of UGLYDOLL® branded decorated party goods, balloons and ceramic ware. Amscan will manufacture the party goods line that will consist of a wide range of accessories such as tableware, party invites, gift wrap and other decorative items, while Anagram will be responsible for the manufacturing of the balloon segment.

“One of the greatest assets of the UGLYDOLL brand is that translates so well across product lines. We are privileged to have the opportunity to partner with Amscan, the leading company in the party industry,” says Alita Friedman, Chief Brand Officer of Pretty Ugly. “Everyone celebrates their birthday, and we know that UGLYDOLL will make the perfect theme for any party.”

“Amscan is very excited to add the UGLYDOLL brand to our portfolio of celebration products. Amscan will be offering a full range of party decorations, favors and tableware that is available in stores now. We believe this powerful brand will delight consumers of all ages and genders!” says Barry Morin, Senior Vice President of Licensing at Amscan Inc.

In addition to the line of party goods, Grasslands Road has signed with Pretty Ugly to take over the manufacturing and distribution of the UGLYDOLL ceramic ware items.

“We are energized to partner with UGLYDOLL as we bring a comprehensive licensed portfolio to our valued retailers. From innovative ceramic gifts, an extensive range of party supplies and the top performing plush characters – we are looking forward to adding the exciting UGLYDOLL license with its’ loyal fan base to our product offering this June,” says Craig Leaf, Grasslands Road President.

**AMSCAN INC.**

Amscan Inc. is the largest designer, manufacturer, and distributor of decorated party goods and party accessories in the world. Our company is also a leading supplier of gifts, home décor, and tabletop products as well as the primary source for gift wrap, gift bags, stationery, and licensed products. Amscan Inc.’s product portfolio consists of approximately 40,000 skus—one of the broadest lines in the industry. Our party offering is comprised of more than 400 innovative party ensembles, some with more than 100 coordinating items, including tableware, accessories, balloons, novelties, stationery, gift wrap, and decorations.

In 1999, Amscan expanded its offering to include fine quality, innovative, on-trend home décor and tabletop gifts marketed under Grasslands Road, Gifts that Inspire™. To date, our specialty gift division has launched more than 10,000 every day and seasonal specialty gift products, including our Baby, Garden, Inspirational, Holiday, Fall, Halloween, Spring, and Summer collections.

Anagram International, Inc. a subsidiary of Amscan Holding, Inc., is the world innovator and leader in foil balloon manufacturing. Founded in 1977, and part of the Amscan family of companies since 1998, Anagram offers the largest portfolio of licenses and licensed character products, including Disney



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Princess®, Mickey & Minnie Mouse, Hello Kitty, Thomas the Tank, Major League Baseball, the NBA and the NHL.

**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).

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