



UGLYDOLL™

PRESS RELEASE



FOR IMMEDIATE RELEASE

Pretty Ugly Grants License to Komar for Children's Sleepwear

Edison, NJ – April 2012 - Pretty Ugly™, LLC owner of the UGLYDOLL® brand, is pleased to announce their recent partnership with Komar, a leading manufacturer of children's sleepwear. Beginning Fall of 2012, Komar Kids will manufacture and distribute UGLYDOLL children's (boys & girls) sleepwear and robes in North America.

"One of the most lovable qualities of UGLYDOLL is that it's super soft and cuddly plush, making for the perfect bedtime companion. Our partnership with Komar allows kids to make bedtime even more ugly and fun," says Alita Friedman, Chief Brand Officer of Pretty Ugly.

"We are so excited about our partnership with Pretty Ugly and the UGLYDOLL brand. We are expecting to do some 'PRETTY' great business!" states Joanie Chernin, Director of Licensing at Komar.

KOMAR

Komar is a consumer products company. We specialize in the design, marketing, sourcing and distribution of sleepwear, loungewear, intimates, underwear, layering and lifestyle products. We are an industry leader across a diverse range of competitive retail categories. We are proud to represent over 100 lifestyle brands and licenses through our retail partners who sell worldwide at every price point. Komar brands and licenses include DKNY, Donna Karan, Lauren Ralph Lauren, Oscar De La Renta, Betsey Johnson, Kensie, OnGossamer, Eileen West, Ellen Tracy, Anne Klein, Carole Hochman, Lanz of Salzburg, University of Couture, St. Eve, Tommy Bahama, Disney, Hershey's, Cuddl Duds® and Lotta Luv™. With a network of factories in multiple countries and distribution centers in the US and Europe, we are a global organization that maintains an efficient, transparent and approachable style to business. "One reputation, real values" defines our brand and communicates our commitment to deliver great quality at real value with personal service. Our founder, Charles Komar, had the guiding principle of "You only have one reputation" when he started the company in 1908, and it continues to guide us today.

KOMAR KIDS

Fastest growing division, we design, produce and distribute an extensive range of kids' sleepwear from toddlers to young kids including gowns, pajamas, robes, blanket sleepers and novelty items. For additional information, please visit www.komarbrands.com.

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.

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