



FOR IMMEDIATE RELEASE

Pretty Ugly Grants License to United Legwear

Edison, NJ – April 2012 - United Legwear, a global distributor of socks and bodywear has signed with Pretty Ugly™, LLC owner of the UGLYDOLL® brand to manufacture and distribute socks and legwarmers for infant/toddlers, kids and teens, as well as items for the men's and women's categories in North America.

“As an artist driven brand, UGLYDOLL maintains a diverse and colorful art portfolio, which translates well into new product categories. Partnering with United Legwear will allow us bring the fun and crazy art behind the brand to consumers of all ages in a completely new format,” says Alita Friedman, Chief Brand Officer of Pretty Ugly.

“Uglydolls are such a fun, quirky, cool line, and the characters translate well across different product lines and different age groups, said Isaac E. Ash, President and CEO of United Legwear Co., LLC. “We are excited to create legwear products that bring these characters to life.”

UNITED LEGWEAR, LLC

Founded in 1998 by Isaac E. Ash, United Legwear Company, LLC is a global distributor of socks and bodywear and has established itself as one of the leading resources in the industry. From infants and toddlers to teens and adults, the company offers a full range of products that address the functional and fashion needs of consumers. United Legwear always strives to remain true to innovation, quality and integrity. For more information, please visit www.unitedlegwear.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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