



FOR IMMEDIATE RELEASE

Pretty Ugly Announces Licensing Partnership with FAB*Starpoint

Edison, NJ – April 2012 - Pretty Ugly™, LLC owner of the UGLYDOLL® brand has partnered with FAB*Starpoint, a leading supplier of licensed Backpacks and School Supplies. FAB will be creating a fashion forward line of UGLYDOLL branded backpacks, messenger bags, handbags, totes, wallets, coin purses, zipper pulls, lunch bags, cosmetic bags, and luggage to be distributed in North America launching in January 2013.

“We look forward to FAB’s transformation of the playful UGLYDOLL characters into the perfect bag and accessory items,” says Alita Friedman, Pretty Ugly’s Chief Brand Officer. “With FAB’s top performance in the accessories industry, we are expecting to see some FAB-ulous products produced from this collaboration.”

“UGLYDOLL has performed extremely well in its core category and has established a wide range of channel distribution. We see the opportunity to build on the current success with an extensive product offering to compliment the core product,” states Steve Russo, President and CEO of FAB*Starpoint.

FAB*Starpoint

FAB*Starpoint is a multi-category fashion driven company focusing on the Back-to-School Category, Accessories, Stationery and Luggage/ Travel Accessories for the youth and junior markets. FAB is the leading supplier of licensed Backpacks & School Supplies and leverages the global fashion expertise of sister company Artisan House with its own brand positioning excellence to offer a variety of product across multiple retail channels and demographics.

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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