



UGLYDOLL™

PRESS RELEASE



FOR IMMEDIATE RELEASE

Pretty Ugly Grants License to Zak Designs

Edison, NJ – April 2012 – Zak Designs, a company that has been committed to making mealtime fun for people around the world, has signed with Pretty Ugly™, LLC owner of the UGLYDOLL® brand to manufacture and distribute children’s dinnerware, flatware, and drinkware beginning January 2013.

“Zak has pulled together such exciting concepts for our UGLYDOLL dinnerwear line. We look forward to these items hitting the store shelves as they are sure to make mealtime more fun for kids!” states Alita Friedman, Chief Brand Officer of Pretty Ugly.

ZAK DESIGNS

At Zak Designs, our mission is to make everyday meals a little more special by creating safe, innovative and fashionable products that add a touch of color and an element of fun to tables around the world. For more information about Zak Designs and the people who help us carry out this mission, please visit www.zak.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.

Contact:
Teresa Fazio
Teresa@uglydolls.com
45 Fernwood Ave
Edison, NJ 08837
P: 908-620-0920

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