



FOR IMMEDIATE RELEASE

Pretty Ugly Announces Licensing Partnership with Accessory Innovations

Edison, NJ – April 2012 - Pretty Ugly™, LLC owner of the UGLYDOLL® brand has partnered with Accessory Innovations, a leader in the accessory industry to manufacture and distribute UGLYDOLL fashion headwear, cold weather accessories, hosiery and umbrellas in North America.

“The expansion of the UGLYDOLL brand into the world of accessories broadens our distribution and provides the opportunity for the brand to reach a new market of consumers,” says Alita Friedman, Pretty Ugly’s Chief Brand Officer. “We are pleased to enter into a partnership with Accessory Innovations, a company that prides itself by producing top quality and exceptionally creative products.”

“We are thrilled to be partnering with Pretty Ugly, to launch our new line of UGLYDOLL headwear, cold weather, hosiery, and umbrellas,” states Karyn Weiss, SVP Business Development & Licensing at Accessory Innovations. “Our consumers will be dressing in UGLYDOLL style and thrilled with the quality of their accessory purchases.”

ACCESSORY INNOVATIONS, LLC

Accessory Innovations, LLC is a diversified accessories company and recognized leader in the accessories industry through our acquisition of new character licenses and brands.

We have established ourselves as the “go-to” company for multi-category fashion driven accessories. Accessory Innovations offers all channels of distribution for our wide range of products that include bags, backpacks, luggage, small leather goods, hosiery, headwear, and cold weather accessories for children, teenagers and adults. Licensed properties include: Angry Birds, Star Wars, Hello Kitty, LEGO, Paul Frank, Nintendo, Barbie, Sesame Street and more.

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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