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**FOR IMMEDIATE RELEASE**

**Pretty Ugly Grants License to Freeze for UGLYDOLL Branded Apparel**

Edison, NJ – April 2012 - Pretty Ugly™, LLC owner of the UGLYDOLL® brand, is pleased to announce their recent partnership with Freeze, a full service apparel company. Freeze will be manufacturing and distributing UGLYDOLL branded tee shirts and fleece apparel for kids and adults in North America.

“We are excited to have the opportunity to partner with Freeze and expand into the world of apparel,” says Pretty Ugly’s Chief Brand Officer, Alita Friedman. “Maintaining the integrity of the brand is most important, and we are confident that Freeze will produce tees that are not only visually appealing, but also capture the humor on which the UGLYDOLL brand is built on.”

Freeze’s VP of Licensing, Kim Cauley states, “UGLYDOLL has been a great doll brand for the past several years. The “look” currently coincides with what’s trending; making the timing perfect to expand into other product categories. FREEZE is excited to be the T-shirt partner for all sizes/genders.”

**FREEZE**

Freeze is a full service apparel company that sells, manufactures and distributes licensed, non-licensed, and private label sportswear to retail customers. Established in 1984 by Charlie Tebele and Lou Shalam, Freeze prides itself on offering top quality merchandise at competitive pricing. Targeted markets are Newborn, Tweens, Young Adults and Adults. Freeze sells to all channels of distribution and has partnered with Top Licensors such as Disney, Nickelodeon, Marvel, Warner Brothers, Hot Wheels, Cartoon Network, The Beatles, Marilyn Monroe, Rocky 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](http://www.uglydolls.com).

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