



FOR IMMEDIATE RELEASE

Pretty Ugly and Thermos L.L.C. Enter Into License Agreement

Edison, NJ – April 2012 - Pretty Ugly™, LLC, owner of the UGLYDOLL® brand grants license to Thermos to produce Thermos® FUNtainer™ products, lunch accessories, and lunch kits for distribution in North America and Canada. Products are scheduled to enter the marketplace in Fall of 2012.

“We’re having a great time working with Thermos and sampling all kinds of amusing character shaped lunch kits and containers. These are sure to be a huge hit at lunchtime with kids!” says Alita Friedman, Chief Brand Officer of Pretty Ugly.

Thermos L.L.C

Thermos has provided unique solutions for keeping food and beverages hot, cold and fresh since 1904. Today, Thermos is a global manufacturer of an expanding range of innovative portable food and beverage containers that provide a more comfortable, enjoyable eating and drinking experience for people on the go. For more information, please visit www.thermos.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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