



FOR IMMEDIATE RELEASE

Pretty Ugly and Richard Leeds International Enter into License Agreement for Junior's and Women's Sleepwear

Edison, NJ – April 2012 - Pretty Ugly™, LLC owner of the UGLYDOLL® brand, grants license to Richard Leeds International, a leading manufacturer of licensed sleepwear to produce UGLYDOLL® sleepwear, loungewear, daywear/intimate apparel and robes for the junior's and women's categories in North America and Latin America.

"We look forward to the creativity and design elements that Richard Leeds will bring to our junior sleepwear and loungewear category," says Alita Friedman, Pretty Ugly's Chief Brand Officer. "It's going to be incredible program - fans have been asking for pajamas for years!"

"We're thrilled to be associated with such a fun and lovable brand like UGLYDOLL. Richard Leeds International has a long and successful history partnering with major entertainment companies and their characters. This type of partnership opens up new distribution opportunities for both us and Pretty Ugly, and will translate perfectly into whimsical young ladies lounge, sleep and intimate wear," states Rick Goralnick, RLI's VP - Licensing & Marketing.

RICHARD LEEDS INTERNATIONAL

Richard Leeds International (RLI) is a leading designer, importer and marketer of licensed and branded sleepwear, loungewear and intimates, with a focus on the adult female customer. Founded in 1988 by husband and wife team Richard and Marcia, RLI is one of the best and most creative resources, delivering the finest quality fashion apparel for consumers. RLI sells all channels of distribution and is a major player in the female licensed character business, having partnered with some of the finest property owners in the industry (Disney, Warner Bros., Marvel, Nickelodeon and King Features/Betty Boop to name but a few) for nearly 20 years. The company also owns "upstairs" brand - *French Jenny* – and produces product under private and branded labels for many of its retail partners. For more information, please visit www.richardleeds.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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