



FOR IMMEDIATE RELEASE

Pretty Ugly Grants License to Toy Factory to Produce UGLYDOLL Branded Products for the Amusement Park Market

Edison, NJ – April 2012 - Toy Factory[®], LLC is one of the leading suppliers of licensed toys to the amusement industry and will be producing UGLYDOLL[®] branded plush toys for Pretty Ugly[™], LLC. Toy Factory will manufacture and distribute TPR elastic balls and character figures, novelty hats, and rubber balls throughout the North American Amusement park markets.

“Toy Factory products reach the ‘kid in all of us’ through games and amusements. Working with Toy Factory is a natural extension to continue the fun aspect of the UGLYDOLL brand,” states Alita Friedman, Chief Brand Officer of Pretty Ugly.

Mark Gawlik, President of Toy Factory says, “Toy Factory is pleased to have been selected as the Amusement partner for the UGLYDOLL brand. These endearing characters lend themselves to our overall philosophy of licensing identifiable characters that will produce a long term and stable revenue stream. The brand identity is ideal for the demographics of the amusement market and we are confident about the potential for success.”

TOY FACTORY, LLC

Toy Factory, LLC, a privately held company, designs, manufactures, markets and distributes a variety of stuffed toy & novelty products for outdoor amusement parks and attractions, location-based indoor family entertainment centers and vending companies that operate skill crane machines. Toy Factory has established itself as one of the leading suppliers of licensed toys to the amusement industry. We maintain relationships with the leading entertainment companies and movie studios and have licenses for many brands including: Garfield, Pokémon, NASCAR, Collegiate, Warner Bros., Despicable Me, Madagascar 3, Pac-Man, Ice Age 4, and Hershey's Kiss. In addition, Toy Factory develops non-licensed products to service both indoor and outdoor entertainment venues. We focus on those categories of products that have quantifiable life cycles and predictable demand levels.

Toy Factory's mission is straightforward and simple. We aim to supply superior quality, value-oriented products and service to customers operating games in amusement venues. For additional information, please visit www.thetoyfactory.biz.

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

###