



## VIZ MEDIA ANNOUNCES FUN NEW SERIES OF UGLYDOLL ORIGINAL GRAPHIC NOVELS

*Award-Winning Brand Of Distinctive Plush Toy Characters Comes To Life In A New VIZ Kids Series Set To Launch Next Summer*

FOR IMMEDIATE RELEASE

**San Francisco, CA, November 27, 2012 –**

VIZ Media, LLC (VIZ Media), the largest publisher, distributor and licensor of manga, graphic novels and anime in North America, has announced a publishing deal with Pretty Ugly™, LLC, the official licensors of the popular Uglydoll® brand, to develop a brand new series of original graphic novels based on the bestselling plush character toys. The Uglydoll series is scheduled to launch Summer of 2013 under the VIZ Kids imprint, and will carry a rating of 'A' for All Ages.

VIZ Media's UGLYDOLL graphic novel series will transport readers to a diverse universe where "ugly" just means unique and different, and celebrating who you are inside and out is the new beautiful. Join Wage™, Babo™, OX™, Ice-Bat™ and their Uglydoll pals as they express themselves through laughs, tears, love and adventure!

"Uglydoll is an iconic pop culture brand that has helped to question and redefine the very definitions of ugly and cute," says Beth Kawasaki, Senior Editorial Director. "Each Uglydoll is unique, and possesses its own distinctive characteristics and personalities that everyone can relate to. These adorable and highly original characters will come to life in a series of fun, and funny, adventures and are sure to find their way into the hearts of readers everywhere."

David Horvath and 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 evolved into an entire universe of characters, stories, and products for all ages. Proven sales and retail are evidenced by the brand constantly winning Best Toy Awards by TIA, Learning Express, Fat Brain Toys, TD Monthly, Oppenheim, Funfare, Parent's Choice, iparenting, Creative Child among others. UGLYDOLL has achieved status as an 'evergreen' property and is merchandised among the biggest brands in the toy market.

For more information on Uglydoll, please visit [www.uglydolls.com](http://www.uglydolls.com)

For more information on VIZ Kids graphic novels and manga, please visit [VIZKids.com](http://VIZKids.com).

### **About UGLYDOLL® & Pretty Ugly, LLC**

The Uglydoll brand was launched in 2002 by Pretty Ugly, LLC with offices in Los Angeles and Edison, NJ. The brand is distinguished by David & Sun-Min's unique aesthetic and voice defining 'ugly' as distinctive, different, and good. 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. In its first ten years, Pretty Ugly has produced and sold millions of Uglydoll items. For more information, please visit [www.uglydolls.com](http://www.uglydolls.com).

### **About VIZ Media, LLC**

Headquartered in San Francisco, California, VIZ Media distributes, markets and licenses the best anime and manga titles direct from Japan. Owned by three of Japan's largest manga and animation companies, Shueisha Inc., Shogakukan Inc., and Shogakukan-Shueisha Productions, Co., Ltd., VIZ Media has the most extensive library of anime and manga for English speaking audiences in North America, the United Kingdom, Ireland and South Africa. With its popular digital manga anthology WEEKLY SHONEN JUMP ALPHA and blockbuster properties like NARUTO, BLEACH and INUYASHA, VIZ Media offers cutting-edge action, romance and family friendly properties for anime, manga, science fiction and fantasy fans of all ages. VIZ Media properties are available as graphic novels, DVDs, animated television series, feature films, downloadable and streaming video and a variety of consumer products. Learn more about VIZ Media, anime and manga at [www.VIZ.com](http://www.VIZ.com).

### **Contact:**

Jane Lui  
VIZ Media  
[jane.lui@viz.com](mailto:jane.lui@viz.com)  
(415) 546-7073 x176