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FOR IMMEDIATE RELEASE

TEDDY MOUNTAIN PTE. LTD., - CHINA MASTER AGREEMENT

Company to open 17 Stores in China

SINGAPORE (February 5th, 2010) – Teddy Mountain Pte. Ltd., a global leading provider of wholesale and retail “unstuffed” make-your-own teddy bear plush products, has entered into a **China Master Agreement** with **Jiangsu Guotai International Group Guomao Co., Ltd.** Guotai, who has been granted the Exclusive Master License and Distribution rights for **Teddy Mountain®** (www.teddymountain.com) retail in China has established a plan that includes the opening of 17 Corporate Stores throughout China, along with sub-licensing of additional stores. In 2008, Guotai reported values of import and export of \$349 Million USD, and is listed among the “Top 200 of Foreign Trade Enterprises in China”. At press time, one store had already been opened with a second one planned for July, 2010.

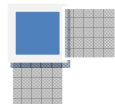
Teddy Mountain Pte. Ltd., who currently operates interactive retail stores and distributes from warehouse locations in the United States, Mexico, Europe, and China, believes that the entry into the Chinese Market will further strengthen their offerings in S.E. Asia. “China and S.E. Asia continues to outperform in this global economy. We believe that by establishing a solid working foundation within China, our product designs and quality will supercede that of our competitors” said Pat Shirkey, President, Teddy Mountain PL

Teddy Mountain® is the leading provider of highly interactive *Experience Retail* Store and Kiosk solutions in the "Build-your-own Teddy Bear" business. Teddy Mountain's world-class assortment of premium products and global presence provides customers with boundless opportunities for an interactive retail experience! Explore the world of **Teddy Mountain®** and find out for yourself why they really are "**Mountains of Fun!**"™"

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If you would like more information about this topic, please email pat@teddymountain.com or call Pat at 1-877-480-2327 Ext. 500

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