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FOR IMMEDIATE RELEASE

TEDDY MOUNTAIN PTE. LTD., - GREECE AND CYPRUS MASTER AGREEMENT

Company to open 7 Stores in Greece, 2 in Cyprus

SINGAPORE (May 4th, 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 **Greece & Cyprus Master Agreement** with **PublicWorld S.A., “Public”**. **Public** is the leading retail chain of entertainment stores in Greece and Cyprus that offers cultural and technological products and services to the contemporary and demanding consumers. **Public** has been granted the Exclusive Master License and Distribution rights for **Teddy Mountain®** retail (www.teddymountain.com) and **Teddy Zoo™** wholesale (www.teddyzoo.com) in both Greece and Cyprus will open 9 Stores in 2010, and additional stores with each Public opening.

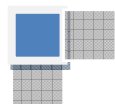
Teddy Mountain Pte. Ltd., currently operates interactive retail stores and distributes from warehouse locations in the United States, Mexico, Europe, and China. Teddy Mountain PL President, Pat Shirkey stated, “Public is a great fit for the further establishment of our Teddy Mountain brand presence in Greece and Cyprus. The planned opening of a local warehouse will better serve the needs of the Public stores and customers, along with service additional retail and wholesale needs in the region.” 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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