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FOR IMMEDIATE RELEASE

## **TEDDY MOUNTAIN PTE. LTD., - BULGARIA MASTER AGREEMENT**

*Master Rights Licensed in Bulgaria*

SINGAPORE (February 16th, 2011) – Teddy Mountain Pte. Ltd., a global leading provider of wholesale and retail “unstuffed” DIY Plush products, has entered into a **Master License Agreement** for **Teddy Mountain®** rights in the territory of Bulgaria. The Master rights ownership group is to be known as **Teddy Mountain Bulgaria**. **Teddy Mountain Bulgaria** opened it's first shop in the Sofia in early 2010 and has worked diligently to prove the concept out to the local market. (<http://www.teddymountain.bg>)

“We are very excited about working to continue our Regional development of **Teddy Mountain®** throughout Bulgaria. The **Teddy Mountain®** strategy and brand lends itself well towards our mutual success, and we are very happy to be appointed the Master Rights”. - Vesselina Nedyalkova, ownership group, Teddy Mountain Bulgaria.

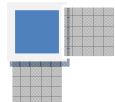
Mr. Lars Brosboel, COO, Teddy Mountain PL – “Vesselina and her ownership group have worked very hard to educate the people of Bulgaria about this concept and to localise the brand. We work hard to ensure smooth transition in terms of translation, currency, and the localisation of products, and it is evident in this past year that Vesselina and her team are the right fit for **Teddy Mountain®** Bulgaria! ”

**Teddy Mountain®** is the leading provider of highly interactive *Experience Retail* Store and Kiosk solutions in the DIY Plush 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](mailto:pat@teddymountain.com) or call Pat at 1-877-480-2327 Ext. 500

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