



Pudsey the dog is to be made into a cuddly toy, as well as feature on greetings cards and gifts under the deal with the firm Carte Blanche.

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Pudsey the dog has put his pawprint to a licensing deal which will see him turned into a cuddly toy.

The four-legged star, who won Britain's Got Talent with owner Ashleigh Butler two years ago, will also feature on greetings cards and gifts under the deal with the firm Carte Blanche, which has created Moshi Monsters spin-offs.

The much-loved animal can currently be seen in his film debut, Pudsey The Dog: The Movie, which was released in cinemas last week.

Ashleigh said: "I'm thrilled at the prospect of Pudsey coming to life in a range of consumer products. Pudsey and I share a very special relationship and it's lovely to know that other people will now get to know the lovable, cheeky character that plays such an important part in my life."

Jonathan Shalit, Pudsey's manager, said: "Tom Cruise and Brad Pitt have never had their names in the title of a movie - but Pudsey has. This is the popularity and stature of Pudsey. And now he is taking his popularity to the next logical step."

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