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NATIONAL ENTERTAINMENT NEWS

Toy deal for Pudsey the dog

© Press Association 2014

5:48pm Tuesday 22nd July 2014 in [National Entertainment News](#)

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



Ashleigh Butler's pet Pudsey is to be made 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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- Secretary Marlow
- Used Car Sales/Customer Service apprentice High

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9. Cllr: 'Grass cutting will be different next year'
10. Residents asked to hop on a bus on summer days out

MOST RECENT

- 1. Pub announces imminent closure (34 minutes ago in News)
2. The Bird in Hand in High Wycombe (37 minutes ago in I Love My Local)
3. New mental healthcare provisions for south Bucks (54 minutes ago in News)
4. Amersham cruise to derby day win (1 hour ago in Sport)
5. Planning applications for July 24 (2 hours ago in News)
6. More from today

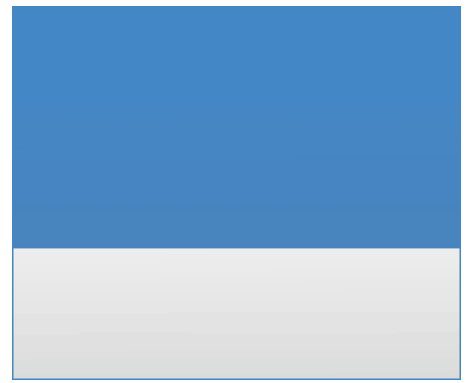
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- 1. Cllr: 'Grass cutting will be different next year' (22)
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3. Wardens on lookout for dogs in hot cars (6)
4. Motorway junction campaigners reach their target (4)
5. Giant ants were found in Bucks (4)

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- 1. 'Dog Whisperer' disciple denied dog adoption
2. Council recognises grass cutting has been poor in Princes Risborough
3. Administration Assistant | Job Details | Bucks Free Press
4. Stock Assistant | Job Details | Bucks Free Press
5. Chesham remembers Bosnian tragedy in memorial service

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Ryanair increases profits forecast

Updated 10:36am Monday 28th July 2014

Ryanair raised its full-year profits guidance today after more than doubling first- quarter earnings and setting out aggressive plans for expansion in Europe.



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