

**Client:** Carte Blanche  
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## UK & World today

### Plush deal for Pudsey

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 Carte Blanche.

Pudsey The Dog: The Movie was released in cinemas last week.