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7 – 10 SEPTEMBER 2014
NEC BIRMINGHAM, UK
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Dancing to a deal

Pudsey The Dog is all set to brand the world

PUDSEY the dancing dog has been signed up by **Carte Blanche Group** in a global licensing deal with the intention of creating a new brand

The four-legged phenomenon and his ownet and trained Ashleigh Butler shot to fame as the winners of the sixth Britain's Got Talent series with 14.5million viewers watching his triumph.

The announcement was made today (July 23) that CBG have signed the deal with Ashleigh Butler and Roar Global to create the Pudsey The Dog brand. Since his win in May 2012, the eight-year-old Border Collie, Bichon Frise and Chinese Crested Powderpuff cross has starred in UK TV programmes including ITV1's That Dog Can Dance and CBBC's Who Let the Dogs Out.

He also flew to the US to appear on both America's Got Talent and The Tonight Show With Jay Leno. Most recently, he even made the transition to the big screen with the launch of his very own film, Pudsey The Dog: The Movie, which was produced by Vertigo Films and was released in cinemas nationwide on July 18. Carte Blanche are best known for their Me To You brand, and the partnership with Pudsey The Dog will see the company create a new range of plush, gifts and greeting cards as well as representing him globally across an entire consumer product and digital portfolio.

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." Stephen Haines, Carte Blanche founder and chairman, is pictured with his new canine signing and added: "This year is an exciting one for Pudsey The Dog and we can't wait to apply our expertise in creating much-loved characters that stand the test of time to build a new brand inspired by Ashleigh and Pudsey".

Professor Jonathan Shalit OBE, Roar Global chairman and Ashleigh and Pudsey The Dog'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's taking his popularity to the next logical step with Carte Blanche, the experts in their field."

Stephen Mills, licensing manager at Syco Entertainment, who negotiated the partnership, added: "When considering the long-term plans for any brands and talent we only consider working with industry leaders. In Pudsey The Dog's case, Carte Blanche were the perfect fit."



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Greetings Today (GT) is independently audited with an ABC circulation of 6,231 (July 11- June 12) © Copyright Lema Publishing Ltd 2011.

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