



Pudsey the Dog plush on the way from Carte Blanche



By Billy Langsworthy

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Firm will create a new range of plush, gifts and greeting cards inspired by the dancing pooch.

Carte Blanche Group has signed a major global licensing deal with Ashleigh Butler and Roar Global to create a Pudsey the Dog brand.

Britain's Got Talent winner Pudsey the Dog and his owner and trainer Ashleigh Butler have starred in UK TV programmes including That Dog Can Dance for ITV1 and Who Let the Dogs Out for CBBC. He is also currently in cinemas with his very own film, Pudsey The Dog: The Movie.

The partnership with Pudsey the Dog will see Carte Blanche create a new range of plush, gifts and greeting cards as well as representing Pudsey the Dog globally across an entire consumer product and digital portfolio.

"I'm thrilled at the prospect of Pudsey coming to life in a range of consumer products," said Butler.



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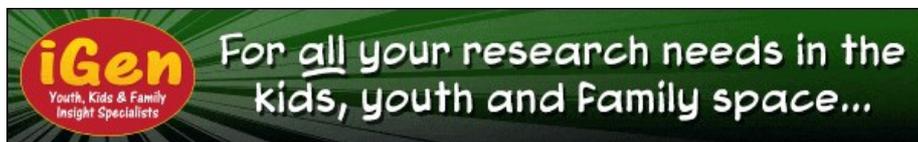
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"Pudsey and I share a very special relationship and it's lovely to know that other people will now get to know the lovable, cheeky character that plays such an important part in my life."

Founder and chairman of Carte Blanche, Stephen Haines, said: "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".

Roar Global chairman and Pudsey the Dog's manager, Professor Jonathan Shalit, 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 – 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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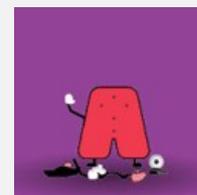
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