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## Carte Blanche goes global with Pudsey the Dog

23 July 2014

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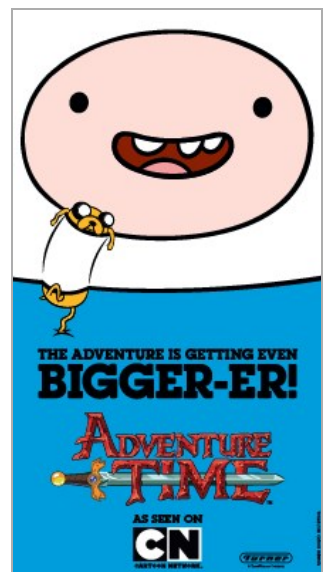
**Carte Blanche Group has signed a global licensing deal with Ashleigh Butler and Roar Global for Pudsey the Dog.**

Since winning Britain's Got Talent in 2012, Pudsey the Dog and owner Ashleigh Butler have starred in UK and US TV shows and have just seen the release of Pudsey The Dog: The Movie.

Carte Blanche's 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.

Stephen Haines, founder and chairman of Carte Blanche, 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."

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