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FIFTY YEARS AFTER SHE FIRST HIT TOY SHOPS, 'SINDY' DOLL SEEKS A LONG TERM PARTNER

 *Global brand owners expected to show interest in iconic British doll*

Exeter, 2 July 2012 – After nearly 50 years, the British owner of the Sindy doll brand is looking for a long-term partner to help develop the core range of dolls.

For generations of young girls Sindy has been a friend, confidante and cherished toy. The Sindy doll was launched in 1963, and for decades dominated the fashion doll market in Britain. Sindy has repeatedly been the best-selling toy, both in the UK and in overseas markets.

Now, Sindy's Exeter-based owner, Pedigree Toys, is to license or share equity in the iconic brand as part of a strategic shift towards its publishing and third party licensing businesses.

Jerry Reynolds, CEO of Pedigree Group Ltd, commented: "Few brands have the emotive power and name recognition of Sindy. Millions of women in Britain grew up playing with her, and have fond memories of their days as 'Sindy girls'.

“Over the years Cindy’s outfits have reflected changing fashions, and her hemlines rose and fell accordingly. But she has never lost her image as the demure girl next door – an enduring image that continues to appeal to young girls around the world.

“The core of the Cindy brand remains the development and marketing of fashion dolls. As a business, Pedigree has moved away from toy manufacturing to focus on publishing and third party licensing.

“So we believe the best way to ensure Cindy’s continued success is through partnership with a toy industry player who can build on the brand’s achievements and further develop its potential.”

History of Cindy

More than 150 million Cindy dolls have been sold during the brand’s 50-year history, making her one of the biggest toy success stories ever. The Cindy trademark is currently registered or protected in 56 countries.

Part of the appeal for fans is Cindy’s uniquely British “girl next door” image, which contrasts sharply with the more “Hollywood” image of the brand’s American rival, Barbie. Cindy’s fashions have reflected those of the wider world, from mini-skirts in the Swinging Sixties through to platforms in the Seventies and puffballs in the Eighties. In 1966, at the height of Beatlemania, a male doll named Paul was launched to be Cindy’s boyfriend.

In the early 1980s, Cindy sported evening dresses created by the Emanuels, the husband and wife team who designed the wedding dress worn by Diana, Princess of Wales in 1981. But the 1980s also marked a successful re-launch in Britain of Barbie, backed by an advertising blitz and amid a wave of interest in the shoulder-padded fashion of US television shows like Dallas and Dynasty.

The two rival doll brands then began a long-running struggle for supremacy, with Cindy’s global sales reaching a peak of \$100 million. Now Barbie has overtaken Cindy in terms of sales, but the Cindy brand retains huge affection and name-recognition among

generations of 'Sindy girls' who grew up with her.

In 2007 a limited edition Sindy doll and 'Mini' car set was the seventh best selling toy in Britain, and the brand now appears on a range of licensed merchandise. The dolls also enjoy a fiercely loyal following among collectors. Some of the rarest Sindy dolls sell for as much as £1,500.

Jerry Reynolds added: "The Sindy brand is uniquely powerful, but to move it on investment and development in its core doll area are needed. That's why we are keen to either work with a long-term master licensee or equity partner.

"British heritage brands like Sindy are timeless, and many currently enjoy considerable success. With Sindy's 50th anniversary approaching, we believe there's a real opportunity to tap into the power of one of Britain's most successful ever children's brands."

– ENDS –

Notes To Editors

Pedigree Group Ltd has retained the services of Fisher Corporate and Jade Securities to handle the sale / licensing of the Sindy brand.

For press enquiries, interview requests and images please contact:

Jack Izzard, Rhizome PR
jack@rhizomepr.com
T 0207 851 4757
M 07791 106 822

For corporate enquiries about the sale, please contact:

Paul Beber, Fisher Corporate Plc
pbeber@hwfisher.co.uk
T 0207 380 4961

Michael Shulman, Jade Securities Ltd
mshulman@hwfisher.co.uk
T 0207 380 4955