



For Immediate Release

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**NEW TAKE ON A FAMILIAR FACE!
AN ALL NEW LOOK FOR
RAGGEDY ANN**

New RAGGEDY ANN AND ME! Licensing Program to Launch Spring/Fall of 2008

New York City, June 19, 2007—United Media, a leading licensing and syndication company, today announced the roll out of an all new look for Raggedy Ann entitled RAGGEDY ANN AND ME!. Targeting girls ages three and up, RAGGEDY ANN AND ME! was created to reach a brand new generation and impart the positive attributes that Raggedy Ann has come to represent which are love, friendship and above all imagination. Launching spring/fall 2008, Simon & Schuster will publish books with new storylines, and Russ Berrie will create dolls with the updated look. United Media is currently building a merchandise program to coincide with their release.

For the first time in her 92 years of existence, Raggedy Ann is getting a new look. Wanting to ensure that the positive messages of the lovable red-headed doll are passed on to future generations, Ruth Gruelle, daughter-in-law of Raggedy Ann creator Johnny Gruelle who passed away in February of this year, conceived the idea for RAGGEDY ANN AND ME! As a grandmother and great grandmother, Ruth was familiar with what appeals to today's young girl and helped design Ann's new look and back story. Staying true to what Raggedy Ann is all about, Ruth was inspired by past Raggedy Ann & Andy books to create storylines filled with adventure and a doll that offers companionship and entry into the world of imagination.

"For nearly a century, Raggedy Ann and her brother Andy have entertained children, parents, and grandparents alike," said Joshua Kislevitz, Senior Vice President of Domestic Licensing at United Media. "Implementing Ruth Gruelle's concept of a new, contemporary Raggedy Ann, while maintaining the brand's essence, is a great way to introduce new generations to the warmth, humor and imagination of a doll that everyone can't help but love."

Johnny Gruelle, a talented cartoonist, illustrator, and storyteller, began writing stories about Raggedy Ann as a way to entertain his ailing daughter Marcella. Those stories, published in memoriam, went on to become American classics.

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Raggedy Ann & Andy is licensed by United Media on behalf of Simon & Schuster's Children's Publishing and Hasbro, Inc.

United Media (UM) is a worldwide licensing and syndication company that focuses on building brand equity around a wide range of creative content. The company recently partnered with HarperCollins on the best-selling publishing property Fancy Nancy. United Media licenses and/or syndicates other properties, including Peanuts, Precious Moments, Dirty Dancing, Televisa's "El Chavo," Mary Engelbreit, Dilbert, Jakers!, Tamagotchi, Bug Rangers, and Jim Benton's "It's Happy Bunny" (Japan Only). United Media is an E.W. Scripps Company.