

## **FOR IMMEDIATE RELEASE:**

**Industry:** Toy Design and Manufacturing; Toy Retailer, Play, Specialty and Collectible Dolls

### **JC Toys Group, Inc. Announces Exclusive Distribution Agreement with South Korean Distributor, Mom Loves U:**

**Miami, January 01, 2011-** JC Toys Group, Inc., producer of award winning play dolls, specialty play dolls, collectible dolls and accessories, marketed under the brand names *Designed by Berenguer®*, *Berenguer Boutique®* and *Dolls by Berenguer®*, announces an exclusive distribution agreement with toy retailer and distributor, Mom Loves U Co., Ltd.

JC Toys and related entities and Mom Loves U Co., Ltd announced today a partnership to begin offering JC Toys merchandise exclusively through distribution by Mom Loves U. Mom Loves U will be the exclusive distributor of JC Toys dolls and accessories in South Korea.

Mom Loves U has offered JC Toys products through their online store and retail partners since 2010. Through the exclusive distribution agreement Mom Loves U expects JC Toys dolls to gain greater recognition in the Korean doll market.

“We are very pleased to begin working with Mom Loves U on an exclusive basis. In the past they have shown the great care and support for our line of products. I am confident that as we work closer together we will continue to improve our market share in South Korea. More importantly together we will *Design Smiles* in South Korea!” - JC Toys Vice President, Richard Cerdá.

#### **About JC Toys**

**JC Toys Group, Inc.** is an award-winning designer and brand manufacturer of play, specialty play and collectible dolls. Products fall under three main brand categories, *Designed by Berenguer®*- quality play dolls & accessories, *Berenguer Boutique®*, a line designed for playability and novice collectors, and *Dolls by Berenguer®* – Collectable dolls. For over 25 years JC Toys doll sculptures have been sold worldwide to the delight of children and collectors everywhere. All JC Toys Group, Inc. products conform to the highest demand of design, quality, safety and play value. The company is represented worldwide by its headquarters in USA and distribution and production subsidiaries in Asia and Europe. For further information, please visit: [www.jctoys.com](http://www.jctoys.com)

#### **About Mom Love U**

Mom Loves U is a children’s clothing and toy distributor in Korea. Major clients include Shinsegye, Lotte, Hyundai, Galleria Department Stores, Emarts, Samsung Home Plus, Homeplus Express, GSeshop. Hyundai Homeshopping mall, Shinsegye mall, Woondjin mall and more. They currently distribute the brands See Me Smile, Razbaby, Halo Sleep,

Goodbyn, Constructive Eating, Kicky Pants, and JC Toys. Mom Loves U also currently manufactures Aiden Design. For more information, please visit: [www.momlovesu.com](http://www.momlovesu.com)



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