

# Argos seals exclusive for iTeddy

More good news following investment from Dragons' Den, as start-up firm wins space with catalogue giant...

BACKED BY *Dragons' Den* entrepreneurs Theo Paphitis and Peter Jones, iTeddy has struck an exclusive deal to launch in Argos.

The brainchild of entrepreneur Imran Hakim, iTeddy will be available in all 684 Argos stores in the UK and Republic of Ireland and online when the new catalogue is launched.

Hakim succeeded in securing an investment of £140,000 from Dragons Paphitis and Jones for the 'edutainment' toy.

They commented: "We were very impressed with Imran's pitch and are excited about the whole concept of iTeddy. The product has great potential and we are sure it is going to be the must-have Christmas gift."

iTeddy is an interactive teddy bear incorporating a removable personal media player (MP4). Designed to grow with children and targeting an age range from three to 11 years, iTeddy features include cartoons, educational activities, games and music.

Parents can even record themselves reading stories, singing lullabies and messages for the times they can't be there in person. New activities can be downloaded at [www.iTeddy.com](http://www.iTeddy.com).

Hakim said: "I am delighted that the iTeddy product has come to fruition and I eagerly await seeing the toy in Argos catalogues. As the UK's top toy retailer, Argos is the perfect choice for iTeddy."

iTeddy: 01204 365290

