



21st June, 2007

For immediate release

DRAGONS' DEN ENTREPRENEURS LAUNCH iTEDDY

Exclusive deal with Argos signed

Dragons' Den entrepreneurs Theo Paphitis and Peter Jones today launch the eagerly awaited **iTEDDY** and reveal an exclusive deal with the UK's leading toy retailer, Argos (21st June 2007).

The brainchild of 29-year-old Bolton entrepreneur Imran Hakim, **iTEDDY** is the big success story of this year's hit BBC series Dragons' Den and will be available in all 684 Argos stores in the UK and Republic of Ireland and online at www.argos.co.uk when the new catalogue is launched.

Imran succeeded in securing an investment of £140,000 from Dragons Theo and Peter for his new 'edutainment' toy. Peter and Theo 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 a unique interactive teddy bear incorporating a removable personal media player (MP4). Designed to grow with children and appealing to an age range from 3 to 11 years, **iTEDDY** has many engaging and flexible features including 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 easily at www.iTeddy.com.

Imran Hakim commented: "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**."

Sara Weller, Managing Director, Argos commented: "We are delighted to be able to offer such a brilliant and innovative toy to our customers. Argos prides itself on the fact that customers can rely on us to deliver

exceptional choice and value and our extensive toy range is no exception. We expect that the **iTeDDy** will be included in many letters to Santa this year.”

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Notes to editors:

About iTeDDy:

- **iTeDDy** will retail at £59.99.
- **iTeDDy** will be pre-loaded with a game, plus a voucher for free downloads.
- More programmes can be downloaded onto **iTeDDy** from www.iTeddy.com
- You can register interest in **iTeDDy** at www.argos.co.uk prior to it being available to buy and will receive an e-mail when it is available in-store or to order online. Once it is available you can save time by using Argos Check and Reserve by phone (0870 600 1010) or online to ensure the **iTeDDy** is waiting for collection in store. You can also reserve by texting the catalogue number and store name (with a space between) to 61201. For maximum convenience Argos will deliver directly to your home.

About Imran Hakim:

- **iTeDDy** founder and director Imran Hakim graduated from UMIST (now Manchester University) in 2001 with a BSc in Optometry and Vision Science.
- Imran has been an entrepreneur since the age of 16, and has received various awards including “North West Young Entrepreneur of the Year 2006”

About the ‘Edutainment’ sector:

- The UK has the largest market for toys and games in Europe, accounting for 21.8% of the region’s market value.
- The worldwide market for ‘edutainment’ toys reached \$1.7billion in 2005 and could total \$5.5billion by 2010, according to In-Stat. Other studies say that more than 50 per cent of all money lavished on toys during the holiday season will be spent on products that purport to enhance learning.

For further information and images and to arrange interviews with Theo Paphitis, Peter Jones or Imran Hakim, please contact: Lisa Bond on 07880 785108 or Louise Brierley-Ingham on 020 8867 5399

For further information about Argos please contact Victoria Adamson on 0845 120 4359/ 0207 439 2780 or Kathryn Hunter on 0845 120 4365

For further information about Dragons’ Den contact Kate Adam, BBC Press Office on 020 8225 8422.

