



Precious Moments, Inc.
4105 Chapel Road, Carthage, MO 64836

Precious Moments Inc. to license Precious Moments Dolls to The Doll Maker

Effective January 1, 2010

Precious Moments Inc (PMI) has been the manufacturer and distributor of Precious Moments vinyl dolls for over 20 years. We are pleased to announce that we have granted the license to produce Precious Moments vinyl dolls to Linda Rick, The Doll Maker, effective January 1, 2010.

James Malcolm, PMI President & CEO, comments "*Linda Rick has tremendous knowledge and passion for the doll industry. All of us at PMI are thrilled to have Linda carry the message of loving, caring, and sharing to our valued retailers and ultimately to our treasured collectors. Linda has owned her own doll company for 20 years and with the addition of Precious Moments to her already successful doll lines, we are confident that our beloved Precious Moments dolls are in good hands.*"

Linda Rick has been the doll designer for PMI since 2001 and was instrumental in creating the current success of Precious Moments dolls. Linda's creative imagination and feminine touch transformed PM dolls to an award-winning portion of PMI's overall product mix. Linda Rick comments "*It is truly an honor to carry on the tradition of Precious Moments dolls and one that is close to my heart. Precious Moments touches the lives of people in a very special and enduring way. I love working with this wonderful brand and consider it a joy to make every moment precious!*"

The Doll Maker will continue all future operations of the vinyl doll business for Precious Moments and shipments will resume from a new shipping facility in Springfield, Missouri. The Doll Maker has been in the doll business since 1990, and carries a wide variety of dolls including *The Doll Maker porcelain dolls, Doll Maker & Friends, Key to My Heart, Lee Middleton Moments, and La Petite Couture*. All doll inquiries from current and new accounts should be directed to:

The Doll Maker
614-433-0050 / 614-433-0202 (fax)
Susan Calliari, Sales Manager / susandollmaker@rroho.com
www.pmc dolls.com / www.dollmakerfriends.com

Thank you for your support of Precious Moments!

Sincerely,

Craig Schoenhals
GM PMI Doll Division