



## PRESS COVERAGE

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## UK News

### Dragon's Den Teddy Set To Be Xmas Top Seller

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TV Dragon Theo Paphitis had a dig at his "slow" co-star Duncan Bannatyne today for missing out on the chance to back a hi-tech teddy tipped to be a top-selling toy this Christmas.

Tycoon Theo, who plans to add to his fortune with the success of the new iTeDDy launched today, chuckled: "He is not the sharpest tool in the box."

Bannatyne laid into inventor Imran Hakim when he pitched the cuddly toy with built in MP4 music and video player on BBC2's hit show Dragon's Den.

However, Theo and Peter Jones invested £140,000 - and now high street giant

Argos is predicting it will be one of its best selling toys this year.

Theo said: "You have to make allowances for Duncan. He is a bit slow on the uptake." he added: "Imran was one of the last to pitch and we were all tired and hot. He had no chance.

"But Peter and I knew straight away this was one for us. It is the best opportunity we have seen since Dragon's Den started and we could not believe the other dragons had not picked up on it.

"This is going to be a massive, massive hit. We have had thousands of pre orders and we are Argos is predicting it will be one of its best selling toys this year.

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"But Peter and I knew straight away this was one for us. It is the best opportunity we have seen since Dragon's Den started and we could not believe the other dragons had not picked up on it.

"This is going to be a massive, massive hit. We have had thousands of pre orders and we are making them flat out. Our only problem this Christmas is we will not be able to produce enough to satisfy demand."

Bolton entrepreneur Imran said: "This is a teddy bear for the 21st century. Children have always loved bears but now they can enjoy the multimedia technology and have something cuddly at the same time."

The detachable MP4 player can be loaded with photos, films and bedtime stories and parents can record messages for their children when they are away, he added.

The iTeDDy is available exclusively in the new Argos catalogue, out tomorrow for £59.99