

For Immediate Release:

The logo for Madame Alexander, featuring the word "MADAME" in a small, all-caps serif font above the word "Alexander" in a larger, elegant serif font. A registered trademark symbol (®) is located to the upper right of "Alexander". A thin horizontal line is positioned below the word "Alexander". The entire logo is centered within a light pink rectangular background.

**Madame Alexander Announces a License with Showtime  
To Produce Dolls of the First Three Wives of King Henry VIII**

**Capitalizing on the Success of *The Tudors* on Showtime.**

**December 29, 2009 – New York, NY -** *Catherine Of Aragon*, Henry's first wife is depicted here by a fully-articulated Cissette who has blue eyes and straight black hair upon and a delicate headband of small silver beads. She is dressed regally in a gown that combines a full skirt of quilted, iridescent purple taffeta with a plush, deep plum, sand washed charmeuse bodice and ruched sleeves. The bodice is trimmed with black iridescent sequins and features a purple and silver brooch in the center front. A full-length coat of brushed lavender suede, with pewter detail, is worn over the gown. Teardrop rhinestone earrings, a white taffeta petticoat, lace trimmed white bloomers and plum colored shoes that buckle up the front completes *Catherine Of Aragon's* royal ensemble.

Henry's second wife, *Anne Boleyn* is famous for two things; being the mother of Queen Elizabeth 1<sup>st</sup> and, for losing her head. But before her husband loped her head off, she was a very pretty woman and would've been dressed just like our 10", fully articulated Cissette, with the blue eyes and shoulder length, curly brunette hair. Her gown of deep red, crushed velvet is trimmed with gold along the neckline, on the sleeves as well as the bodice and down the front of the gown...and... white pearls decorate her sleeves. A white petticoat, lace trimmed, low rise, white bloomers and thigh high white stockings along with red satin pumps fill out the details of *Anne's* wardrobe. But there are two additional pieces, which add a finishing touch to *Anne Boleyn's* queenly look, gold earrings and the gold diadem which sits upon her lovely head.

*Jane Seymour* was Henry's third, but not last, wife. She, a fully articulated Cissette with green eyes and long, flowing gay gold hair is dressed in a lovely iridescent blue-green gown worn over a pale yellow, embroidered charmeuse underskirt. The bodice and under sleeves are a match to the underskirt and go beautifully with the color of the gown as well as the pale turquoise of the cuffs and the puffed upper sleeve. An off-white petticoat, lace trimmed bloomers, thigh high nude stockings and beige satin pumps accessorize *Jane Seymour's* outfit while a crown of marquis cut silver rhinestones with attached turquoise inserts; emerald cluster earrings and a necklace of silver rhinestone chain provide a royal touch to *Jane Seymour's* pretty look.

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