



## CurlyQ Cuties Corporate Backgrounder

CurlyQ Cuties is a family-owned custom plush toy manufacturer based in Cedar Park, Texas. We provide quality customized plush toys quickly and at an affordable price. Our custom plushies start at \$15.

Using the kid-friendly design tools on our website, anyone can quickly design their own unique stuffed plush toy. As a customer interactively selects the color and shape of their toy's body and features, the visual representation of their design is instantly updated in the online designer. Customers clearly see how their customized design will look before they commit to a purchase.

Once ordered, the customer's virtual design is transformed into a real plush toy. All products are handmade-to-order in Texas and shipped within 10 days of the customer's order. Unlike some of our competitors, we don't print your design onto fabric. The embellishments and details that make your design unique are made from separate fleece or felt pieces which are permanently affixed to your stuffie. CurlyQ Cuties backs all purchases with a unconditional 100% satisfaction guarantee. Our customers have never exercised this guarantee.

CurlyQ Cuties was founded in 2008 by mom entrepreneur Stephanie Estrin on a quest to create high quality imaginative toys. The business was originally an Etsy.com shop selling ready-made stuffed Monsters. Stephanie regularly received requests for customized variations of her ready-made Monsters from customers hesitant to complete a purchase without first seeing their completed design. CurlyQCuties.com was launched in July 2008 to address the customers' desire to see how their collaboratively-designed plush toy would appear prior to placing an order.



Deluxe Monsters are  
Recommended by Parents' Choice

### Company History

- 2010 August - Introduced Story's Monster.
- 2010 July - Mega-Sized Custom Monsters introduced.
- 2010 June - Plush Food introduced.
- 2010 June - Deluxe Monsters recommended by Parents' Choice.
- 2010 March - CurlyQ Cuties earns BBB Accreditation.
- 2010 March - Introduced Splatopus and Moggins.
- 2010 February - Introduced Deluxe and 2-Sided Monsters.
- 2009 December - Made-to-Order Monsters appear on NBC's Today Show.
- 2009 May - Affiliate program launched.
- 2009 April - Fairy-Teeth and Maddie's Monster introduced.
- 2008 July - CurlyQCuties.com launched.
- 2008 January - Stephanie Estrin opens CurlyQ Cuties Etsy.com store.



CurlyQ Cuties, LLC  
PO Box 1871  
Cedar Park, TX 78630

(866) 286-7213  
[www.CurlyQCuties.com](http://www.CurlyQCuties.com)  
[www.DesignAMonster.com](http://www.DesignAMonster.com)