



Who we are.

Necessity **IS** the mother of invention, but it's passion that keeps **INVENTIVE MOTHERS** going. As the wives of United States Marines and mothers of small children, Tricia Dyal and Nikki Darnell know all too well the toll that deployments and separations can take on families.

In early 2005, Nikki's husband had just returned from his second deployment in Iraq and Tricia's husband was getting ready to leave for his. As any military spouse can attest, if something can go wrong at home, it will in the first few weeks after your loved one deploys. Not two weeks after Tricia's husband deployed, their two daughters both came down with a bad virus and had to be hospitalized. Crying in their hospital beds, Elena and Elissa wanted the one thing that their mommy couldn't deliver... Daddy. But, with ingenuity and a call to Great-Aunt Mary, the family crafter, Tricia was able to come through. The very first Daddy Doll® arrived at the hospital two days later. The 15 inch doll with the photo of their dad gave the girls a reminder of Daddy to hug and hold onto, and that made all the difference. The girls loved the doll and so did the doctors, who thought every child in that military hospital missing a parent should have one. Tricia and Nikki decided to team up and make the dolls available to as many children as they possibly could. So, of necessity, Daddy Dolls® Inc. was born - a company dedicated to providing separated families with helpful products, an interactive website and giving back to the military community.

It soon became clear that it wasn't just military kids missing someone special in their day-to-day lives... and it wasn't just daddies that were being missed. Now, Daddy Dolls® are just one of the many Hug-A-Hero™ dolls created by Daddy Dolls, Inc.. Hug-A-Hero™ dolls are created FOR ANYONE MISSING SOMEONE.™ Now, more than 2 years later, dolls around the world attend birthday parties, ride in backpacks to the first day of school, catch tears in the doctors' offices and even tag along on errands. To Tricia and Nikki, this means families around the world are a little bit happier and that is what their company is all about.

FACTS ABOUT DADDY DOLLS, INC.

- ★ Daddy Dolls, Inc. was established in 2005.
- ★ Tricia's Great Aunt Mary made the first doll.
- ★ The dolls are now individually made by 4 sewers in Florida; Nikki's mom and three other ladies.
- ★ Hug-A-Hero™ dolls are 100% MADE IN THE USA.
- ★ Hug-A-Hero™ dolls are shipped worldwide and now are in more than ten different countries.
- ★ From order to ship date, each personalized Hug-A-Hero™ doll takes about 3 weeks.
- ★ The first doll was an ironed-on picture sewn together in pieces. Now the dolls are printed full body using an advanced printing technology that produces a soft, NO-feel image and is machine WASHABLE.
- ★ An important part of Daddy Dolls, Inc. is Operation Hug-A-Hero™, providing dolls to children who have lost a parent in the line of duty as well as families in need.
- ★ www.DaddyDolls.com offers not only a place in cyberspace to purchase dolls and other products but is a great resource for military families. There are monthly contests, suggestions for beating the deployment blues and much more.
- ★ Hug-A-Hero™ dolls are available online as well as through select military exchanges and retailers. See our website for locations.



Tricia Dyal, CoFounder & President . 540-720-4171 . 910-546-2730 . www.HugAHero.com

What we offer.

PRODUCTS

HUG-A-HERO™ DOLLS



We edit out the background of your image and print it on the front of the doll. The back is made from the fabric you choose and includes our exclusive Keepsake Pocket™ — The perfect place to put a voice recorder, letters from loved ones, a lost tooth waiting for the tooth fairy or a few small treasures.

The Hug-A-Hero™ doll comes in two sizes, 17 inches or 12 inches. The smaller size is ideal for smaller hands or for traveling.

VOICE RECORDER

Personalize your Hug-A-Hero™ doll with a message that can be played back over and over again. These voice recorders tuck perfectly inside the doll's Keepsake Pocket™ to protect them from little fingers, but can be easily removed when it's time to wash your doll. Batteries can be changed without losing your message!

PHOTO DOG TAGS

These are perfect for the military service member OR their family. Now your favorite photo can go anywhere with you. The tags measure about 1" x 2" (about the size of a standard dog tag).



PHOTO PILLOWS & PILLOW CASES

We'll take your favorite photo and print it on either a toss pillow or a washable pillowcase. Our pillow cases are made from the same soft micro-fiber as our Hug-A-Hero™ doll.

FAMILY SUPPORT

www.DaddyDolls.com

- ★ Monthly photo contests
- ★ Tips for beating deployment blues
- ★ Interactive website with useful links.

FUND RAISING OPPORTUNITIES

In order to help military units and organizations meet their fundraising goals, Daddy Dolls,® Inc. Created a 10% back program. Ten percent of sales from all orders affiliated with the group during a specific period of time will be given to that group.

How we give back.

Operation Hug-A-Hero™

Daddy Dolls™, Inc. is proud to sponsor the Operation Hug-A-Hero™ program. We started this special fund to provide dolls to military children who have lost a parent in the line of duty or who can't afford Hug-A-Hero™ dolls. Donations can be made via our website: www.DaddyDolls.com or by mail. Individuals or companies may donate any amount; 100% of the donated funds go toward the manufacturing and delivery of the dolls to children in need worldwide.

Since the funds inception, we've donated hundreds of dolls to the sons and daughters of our military heroes.

Donations to Operation Hug-A-Hero™ may be sent to:

Operation Hug-A-Hero™

C/O Daddy Dolls™ Inc.

PO Box 6025

Midway Park, NC 28544

Handing Out Heroes Program

This program is designed to allow various support groups to purchase Hug-A-Hero™ kits and vouchers at a group rate, then gift them to families in need. With this program, kits and vouchers are purchased and handed out by the support group. The recipient can then redeem their gift through our website or by mail. Because we appreciate those who give back to the community, Daddy Dolls® Inc. wants to make it as easy as possible for them to continue their efforts.



What's been said about us.

HUG A HERO SOMETHING TO HOLD TIGHT ; DOLLS HELP KIDS DEAL WITH DEPLOYMENTS

August 18, 2007 - The Free Lance Star, Fredricksburg, MD

By CATHY DYSON

Maj. Justin Dyal has heard horror stories about homecomings--soldiers and fellow Marines deployed for so long, their young children didn't recognize them when they got back. Thankfully for Dyal, who lives in Stafford County, that didn't happen when he returned from Iraq last year. His baby daughter woke up when he walked into her room, dressed in his cammies. Elissa looked at him, then at the doll she cuddled that bore his picture--the doll she'd been clutching since he'd been gone. She held out her arms and said, "Daddy." His heart melted.

"These dolls are magic," Dyal said. He is referring to "Daddy Dolls," created two years ago by his wife, Tricia, and Nikki Darnell. At the time, Justin Dyal and Capt. Chad Darnell were at Camp Lejeune, N.C. Now, they're both at Quantico Marine Corps Base. The Dyals live in North Stafford, the Darnells in Fredericksburg. Since the women started the company, they've sold more than 8,000 dolls to families across the globe. They get 12 to 15 orders a day.

Tricia Dyal came up with the idea when her husband went on his fourth deployment in five years. Two weeks after he left, his daughters came down with a virus and were hospitalized for four days. The girls, Elena and Elissa, now 6 and 3, had pictures of their father which were getting saturated with tears. Tricia Dyal thought they needed something more tangible to hold. She sent pictures to her aunt and asked if she could turn them into a doll of the girls' daddy. The first version was more like a stuffed quilt in the shape of a person. The daddy's head was stitched to his neck, and his stomach pieced to his lower body. The girls didn't care. "Everything was all better because Daddy was there," Tricia Dyal said. Dyal ended up making dolls for kids in the hospital beds next to her daughters' and the idea snowballed.

The dolls have gone through several upgrades. At one point, the images were printed on fabric that had to be soaked in water, then hung up for 24 hours. "You'd walk into my bedroom, and there'd be pictures of all these guys lined up," Tricia Dyal joked. "I never slept with so many Marines in one room."

These days, the dolls feature a full-length color picture of a military person. Originally called "Daddy Dolls," they now are packaged as "Hug-a-Hero" because they're meant to honor anyone who's missed--be it Mom, Dad, grandparent or friend. The dolls can be printed with a name and can include a 10-second voice recorder. They come in two sizes, 12 and 17 inches, and cost \$21.95 to \$27.95.

The best part about them, according to Nikki Darnell, is that they can be tossed into the washer. And that's vital, given how much these dolls are used. Cynthia Vissers bought one for her toddler, Jack, when her Marine husband was headed to Afghanistan. The doll fit in the diaper bag and went wherever Jack did.

"Oh my gosh, it was the best thing that we ever did," said Vissers, who lives in San Diego. "When my husband came home, it was as if he never left."

OPERATION DONATION DELIVERS HUGS

March 21, 2007 - Liberty News, Jacksonville, NC

By ANIESA HOLMES

Hundreds of military families have the chance to hug their lost loved ones once again. Daddy Dolls Inc. has operated Operation Donation for the past year. The fund was established to donate handmade Hug-A-Hero dolls, which feature the photograph of the family's service member, to the families of U.S. service members killed in action. It also supplies free dolls to families recommended by military chaplains as unable to afford one.

"The children get lost in all of it, and we want to help them in any way that we can," says Tricia Dyal, who co-founded Daddy Dolls Inc. with fellow military wife Nikki Darnell. "The dolls keep daddy a part of every day."

Dyal and Darnell initially made the dolls to help their own children find comfort. After getting a positive reaction, they realized that other military children and families were also dealing with the separation of loved ones and could use the same support.

"We soon got more demands for the dolls than what we were able to donate," says Dyal. Thousands of the dolls - soft, huggable ways to remind children of their distant parent or relative - have been delivered to the families of those who are far away from home due to deployments, hospital stays or business trips. And they will soon be available at Army and Air Force Exchange Services locations worldwide.

The biggest goal for Daddy Dolls is not to make a large profit but to continue to provide families with joy and comfort, Dyal says. So far, she adds, they have maintained that goal.

"We have Dads that call us from Iraq to tell us how grateful they are that we are doing this," says Dyal. "We get joy from helping them out."



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See for yourself.



Caleb, 2 1/2 months, with his daddy.



Michaela, 4, takes her daddy to chemotherapy.



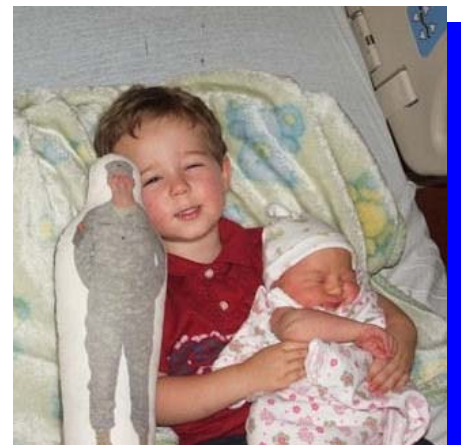
Gracie, 4, and Haley, 13, enjoy a day at the beach and their Hug-A-Hero™ came along.



When their dad was injured on December 24, 2006, Logan, 8, and Jaxson, 10 months, kept their doll close.



Toni, 13, Nero, 1, and Renz, 12, with their Hug-A-Hero™.



Daddy went with Logan, 2 1/2, to meet Emma, 2 days old, at the hospital.

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DADDYDOLLS[®] *Latest Press Release.*

THE GENEROSITY OF OTHERS IS HELPING THE CHILDREN OF DEPLOYED SERVICE MEMBERS

CONTACT: TRICIA DYAL 540-720-4171

- WHO:** Generous people from across the country
WHAT: Are donating Hug-A-Hero™ dolls to sons and daughters of service people in need
WHERE: Across the globe
WHY: To ease separation for the children of active duty marines, soldiers, sailors & coasties

Stafford, VA, March 1, 2008 – It's been 3 years this month since the first doll bearing the likeness of her dad went out to a little girl in Jacksonville, North Carolina from Tricia Dyal's bedroom. Now, she and co-creator Nikki Darnell are awed by the reception that Hug-A-Hero™ dolls have gotten all over the globe. "We knew these dolls worked wonders for our children when Daddy was away, we're so proud to see Hug-A-Hero™ dolls touching so many little lives," says Dyal. The Marine Corps wives began Daddy Dolls, Inc. in 2005, and now, juggling their own military moves and deployments, they've watched their business grow. From that first doll, the women estimates they've now sold about ten-thousand dolls worldwide.

While Dyal and Darnell are thrilled to see the dolls in the hands of so many children, their focus has shifted recently to those children who's parents may not be able to afford the dolls that ease separation anxiety. "It doesn't matter whether their mom or dad is a Lieutenant Colonel or a PFC. We want every little boy and girl who wants a Hug-A-Hero™ doll to have one— and we've found a way to make that happen," says Darnell.

Operation Hug-A-Hero™, the non-profit side of Daddy Dolls, Inc. began about eight months ago. Already, the organization has been able to help more than 1,000 children. Individuals and corporations have come forward to donate the funds to make this possible. Now, when Dyal or Darnell receive a call from a chaplain requesting a doll for a family at their base, a gift certificate to customize a doll can go out that very same day.

Hug-A-Hero™ dolls are a simple design; a full body picture of a loved one sewn into a soft, washable doll. Their purpose, however, is far from simple. Easing the loneliness and anxiety of deployments for children of service members, the Hug-A-Hero™ dolls are filling a void for military children. Hand sewn and individually produced in the United States, these dolls bridge the gap between those deployed and the families left at home.

"It's truly inspiring to see people open their hearts to the children of our deployed service members. One woman from Massachusetts actually posted a sign in her gym for donations to Operation Hug-A-Hero™ and raised over \$500!" Dyal relates. "It's so heart-warming to see people who don't even have a connection to the military stepping forward and saying, 'this is a small way that I can help that soldier, sailor, airman or marine who is defending MY freedom— by doing something for his or her child.'"

Donating to Operation Hug-A-Hero™ is as simple as going to the newly designed website: www.hugahero.com and selecting "sponsor a child" button on the home page. Each month, one of the generous sponsors will be featured on the website. On the website you will also find more information about Hug-A-Hero™ dolls and a full listing of products, or contact Tricia Dyal, at 540-720-4171.

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