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IMC Licensing Announces New Licensing Deal for ROUSH Performance Products

LOUISVILLE, KY – [IMC Licensing](#), the nation's leading full-service licensing agency specializing in consumer product brands, announced today that it has negotiated a new licensing agreement for Michigan-based ROUSH Performance Products, Inc. to develop aftermarket air filters and cold air intake systems. The licensee is Hawthorne, California-based [AEM](#), a leading designer and manufacturer of high-quality street and race performance products that are distributed worldwide.

According to Cara Bernosky, IMC president and co-founder, "We are delighted to bring together two of the industry's automotive engineering experts to expand ROUSH's brand presence in the automotive and motorsports markets. The ROUSH Performance Air Filter and ROUSH Performance Cold Air Intake Systems are superior new products designed with the performance car enthusiast in mind."

"At AEM, we engineer products that outperform the competition, and create original product designs that revolutionize the industry," said Greg Neuwirth, president of AEM. "When enthusiasts buy AEM and BRUTE FORCE performance parts, they are getting the finest engineering, highest quality and best value our industry has to offer. Our products are Engineered

to Outperform, and that is why you will find them under the hoods of many of the best racing teams and industry experts nationwide.”

AEM pioneered the Cold Air Intake for sport compacts, invented the air bypass valve and V2 induction system, created the first hybrid intake systems for cars with engine swaps, created the first stand-alone programmable engine management system that uses a factory wiring harness, and was the first to introduce a gauge with a built-in wideband UEGO controller and gauge readout in one unit.

Distribution channels for these new products are expected to include automotive parts retailers, automotive catalog/internet retailers, big box stores, and mass market retailers throughout North America. ROUSH Performance Air Filters and ROUSH Performance Cold Air Intake Systems will launch in Q1 2009.

NASCAR team owner and motorsports legend Jack Roush's lifelong passion for hot rods and racing was the driving force in the 1995 creation of ROUSH Performance Products, the first specialty-vehicle company to combine race-proven technologies with advanced automotive engineering. The result, such as the highly-regarded ROUSH Mustang or F-150 pickup, typically includes styling, performance and handling characteristics derived from the racetrack and modified for street legal usage.

ABOUT ROUSH

Based in Livonia, Mich., “The Art of Performance Engineering” takes place at ROUSH Performance. To get a look behind the scenes at what goes on at ROUSH and how the vehicles and parts are designed, manufactured, tested and produced logon to www.ROUSHtv.com. In addition to the array of Ford Mustang and F-150 styling, handling and performance upgrades, a complete line of performance parts and crate engines are offered. For more information see your local ROUSH dealer, visit www.ROUSHperformance.com or telephone toll-free (800) 59-ROUSH.

*"ROUSH" is the registered trademark of ROUSH Performance Products, Inc., or its related entities. "ROUSH Motor Oil" is a trademark of ROUSH Performance Products, Inc., or its related entities.

ABOUT AEM

AEM products are Engineered to Outperform. The company designs and manufactures high-quality street and race performance products that are distributed worldwide. AEM headquarters is based in Hawthorne, California. Visit www.aempower.com to learn more.

ABOUT IMC LICENSING

IMC Licensing leads the industry with its focused approach to brand-building through licensing. We help brand owners and manufacturers turn the world's best consumer product brands into great new consumer products.

In addition to ROUSH, IMC Licensing has worked with companies like Kraft Foods, Valvoline, Wm. Wrigley Jr. Co., Jel Sert, Pet Brands, General Mills and Borghese. For more information, please visit www.imclicensing.com.

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