



**FOR IMMEDIATE RELEASE**

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**IMC Licensing Named Top 20 Global Licensing Agency  
by *License! Global Magazine***

LOUISVILLE, KY – [IMC Licensing](#), the nation's leading licensing agency specializing in consumer product brands, was named to this year's list of Top 20 global licensing agents by *License! Global Magazine* in the publication's March/April 2010 edition.

The Top 20 list recognizes the world's top licensing agencies in 2009, representing some of the biggest brands and creating industry buzz, for their role in continuing to build strategic partnerships and keeping the licensing business strong and growing.

IMC Licensing was ranked #12 on the global list, the same ranking it held in 2009, with 2010 growth expected to be fueled by SC Johnson's global portfolio of brands and the rollout of several CPG programs to retail including Pledge, Scrubbing Bubbles and Windex cleaning tools and accessories by licensees Libman and SonicScrubbers; Dole Frozen Fruit Bars by licensee Target Foods; Cinnabon flavored nuts by licensee Mellace Family Brands; Sunkist Dried Fruit by licensee Titan Foods; Crystal Light Freezer Pops by licensee Matterhorn; Borghese Eyewear by licensee Icon Eyewear; among others.

**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.

IMC Licensing has worked with companies like Duncan Hines, TABASCO, Valvoline, General Mills, Butterball and Borghese. For more information, please visit [www.imclicensing.com](http://www.imclicensing.com).

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