

FOR IMMEDIATE RELEASE

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IMC Licensing Named
2009 Hot Dozen Company
ENTERPRISECORP recognizes local companies
for fast growth and achievement

LOUISVILLE, KY – IMC Licensing, the nation's leading full-service licensing agency specializing in consumer product brands, has been named a 2009 Hot Dozen company by GLI's ENTERPRISECORP. The Hot Dozen is an annual celebration of 12 locally-owned companies who have benefited from Louisville's entrepreneurial atmosphere and continue to thrive in our region. The companies represent innovation and entrepreneurship in Louisville's business community.

"We are delighted to be recognized as a 2009 Hot Dozen company," commented Cara Bernosky, President and Co-founder of IMC Licensing. "This is a great honor for my team who does whatever it takes to bring great new consumer products to the market for our clients. It is their hard work, creativity and **enthusiasm** that has enabled us to achieve our **strong** results and **that make IMC** Licensing such a fun team environment to work in every day."

Founded in 1997 by two non-native Louisvillians, Bernosky and Stephen Reily, the company has grown steadily both in terms of its client base and staff. IMC Licensing leads the industry with its focused and innovative approach to brand-building through licensing. IMC turns the world's best consumer product brands into great new consumer products for iconic customers including SC Johnson, Chiquita, Duncan Hines, TABASCO, Valvoline, General Mills and Borghese.

Hot Dozen companies are selected because they exemplify Louisville as a place to start and grow a company. Honoring them is part of ENTERPRISECORP's mission to create a new culture of entrepreneurship and dramatically increase the number and quality of fast-growth, entrepreneurial companies headquartered in our region.

"The companies selected for the Hot Dozen contribute to our city's job and wealth creation and

with that comes the need to support their talent attraction efforts,” said Louisville Mayor Jerry Abramson. “Attracting high quality talent, whether from within our community, from the region or nationally requires our continued focus on world class amenities,” he said.

The Hot Dozen companies will be honored on November 12th at a special reception at 21c Museum Hotel. The event, sponsored by Old National Bank and Mountjoy Chilton Medley, provides an opportunity for the Hot Dozen companies to celebrate this honor and network with the entrepreneurial community.

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 Chiquita, Duncan Hines, TABASCO, Valvoline, General Mills and Borghese. For more information, please visit www.imclicensing.com

ABOUT ENTERPRISECORP

ENTERPRISECORP is the division of Greater Louisville Inc. that specializes in developing the region’s fast-growth entrepreneurial sector. ENTERPRISECORP has helped 60 clients secure over \$65 Million in financing, and 6 of our clients have experienced \$150 Million of liquidity.

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