

**FOR IMMEDIATE RELEASE**

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**IMC Licensing Product Nominated for the 2009 International Licensing Excellence Awards**

LOUISVILLE, KY – [IMC Licensing](#), the nation's leading licensing agency specializing in consumer product brands, announced today that one of the new products that the agency has helped create and license has been nominated for the prestigious 2009 International Licensing Excellence Awards given by the [International Licensing Industry Merchandisers' Association](#) (LIMA). These awards recognize the industry's most impressive and successful licensed properties and products from the past year.

In the category of Best Corporate Brand Licensee of the Year, licensee Jack Links has been nominated for Jack Links's® A.1.® Meat Snacks launched in late 2006. For years, A.1.® Steak Sauce has been the perfect complement to steak and Jack Link's has been the trusted name in meat snacks. By melding the savory taste of America's favorite steak sauce into slow-cooked, tender slices of 100 percent beef, Jack Link's Beef Jerky is spicing up the way Americans savor snack time and is capturing premium steak house flavor in a convenient, re-sealable package – no steak knife required. The 97 percent fat-free snack is low in carbs, yet high in protein and is available in over 20,000 locations today including grocery, club stores, mass merchants, convenience stores, sporting goods, outdoor retailers, home improvement, auto parts, hardware, video stores, consumer electronics and movie theatres.

IMC Licensing negotiated this license agreement with Jack Link's and Kraft Foods. According to Cara Bernosky, IMC Licensing president and co-founder, "We are thrilled that Jack Link's has been nominated for this important award and congratulate them on their success with this new product."

Nominations for the LIMA Awards were solicited from the entire licensing industry based on a list of categories and criteria that ultimately determines who the industry honors as leaders in those criteria. Award categories were limited to a maximum of five entries each and winners will be chosen by a vote of the LIMA membership.

IMC Licensing negotiated an award-winning license agreement between Wrigley and Unilever, to bring to market LIFE SAVER® Popsicles. With the help of IMC Licensing, Unilever won the Best Corporate Brand Licensee of the Year award for this program in 2008.

The LIMA Awards will be presented at the LIMA Opening Night Awards Party on June 2, 2009 at the Mandalay Bay Hotel and Resort in Las Vegas during Licensing International Expo 2009.

### **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 SC Johnson, Chiquita Brands International, Jel Sert, Pet Brands, Pinnacle Foods, Valvoline, General Mills and Borghese. For more information, please visit [www.imclicensing.com](http://www.imclicensing.com).

### **ABOUT LICENSING INTERNATIONAL EXPO**

LICENSING International Expo is sponsored by the International Licensing Industry Merchandisers' Association (LIMA), the worldwide trade association for the licensing industry. LIMA hosts the Licensing University Conference program as well as the LIMA Awards for Excellence in conjunction with LICENSING International Expo. For more information about LICENSING International Expo, please visit [www.licensingexpo.com](http://www.licensingexpo.com).

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