



**FOR IMMEDIATE RELEASE**

June 28, 2010

**CONTACT:**

Cara K. Bernosky  
IMC Licensing  
502.589.7655  
[cbernosky@imclicensing.com](mailto:cbernosky@imclicensing.com)

Francy Grund  
Alacer Corp.  
949-454-3900 x 724  
[fgrund@alacer.com](mailto:fgrund@alacer.com)

**IMC Licensing Signs Agreement to Represent Emergen-C®**

LOUISVILLE, KY – [IMC Licensing](http://www.imclicensing.com), the nation's leading full-service licensing agency specializing in consumer product brands, announced today that it has entered into a representation agreement with Alacer Corp. -- an industry leader and innovator in developing, manufacturing and marketing dietary supplements and nutritionally enhanced products -- to represent the [Emergen-C](http://www.emergenc.com) brand of effervescent powdered drink mix which provides a fast way to support your immune system and energy level.\*

According to Cara Bernosky, IMC Licensing President and Co-founder, "We are delighted to represent Emergen-C to build on its legacy of innovation and expand its line of nutritionally enhanced products. We plan to leverage Emergen-C's broad consumer awareness and strong brand equity to allow consumers to use Emergen-C in new ways and for new occasions, reinforcing the brand's message of support for an energetic, healthy lifestyle."

With the new partnership, Alacer Corp. and IMC will continue to grow the Emergen-C brand through new products that focus on the attributes that have led to the brand's past success: a novel delivery system for a unique vitamin C-based formula, enjoyable taste and natural flavors and sweeteners. Best known for its effervescent powdered drink mix, Alacer Corp. most recently introduced three new 2.5 ounce nutrient shots, consisting of citrus-flavored Emergen-C Immune+® (immune system support\*), berry-flavored Emergen-C Alert!® (healthy energy and mental focus\*) and orange-flavored original formula Emergen-C, furthering its brand promise to deliver vitamins and nutrients in a fast and fun way, while setting the stage for further product development.

“Alacer Corp. is looking forward to working with IMC to provide our consumers with even more ways to support their health and energy,\*” says Bruce Sweyd, Vice President of Business Development for Alacer Corp. “For 35 years, Emergen-C has been the fun way to take your vitamins, and with our brand’s unique formulas and fizzy personality, we are confident that this partnership will create products that will help consumers ‘Feel the Good®’ for years to come.”

Today almost 500 million packets of Emergen-C vitamin drink mix are sold per year in drugstores, supermarkets, mass merchandisers and club stores, making Alacer the leading manufacturer and marketer of branded vitamin C in the nation. Alacer offers 10 flavors of the original Emergen-C formulation, five flavors of a complete Multi-Vitamin line in formulas for kids and adults and four flavors of Emergen-C specialty formulations, which address support for joint, bone and heart health. Additionally, Emergen-C offers two philanthropic flavors, which donate twenty cents per box sold to their respective causes: Emergen-C BLUE® to benefit Surfrider Foundation and Emergen-C Pink® to fund breast cancer awareness, research and prevention efforts.

### **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 Emergen-C, 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).

### **ABOUT ALACER CORP.**

For more than 35 years, Alacer Corp., based in Foothill Ranch, CA, has been an industry leader and innovator in developing, manufacturing and marketing dietary supplements and nutritionally enhanced products that support an energetic, healthy lifestyle. It produces 500 million packets of Emergen-C annually, which is sold in health food stores, supermarkets, drug stores, mass merchandisers and club stores nationwide. For more information about Alacer, please visit [www.emergenc.com](http://www.emergenc.com).

####

\* These statements have not been evaluated by the U.S. Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.