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IMC Licensing Signs Agreement to Represent Butterball®

LOUISVILLE, KY – [IMC Licensing](#), the nation's leading full-service licensing agency specializing in consumer product brands, announced today that it has entered into a representation agreement with [Butterball, LLC](#), the largest producer of turkey products in the United States, to develop a portfolio of new brand-building licensed food and non-food products for the company.

Butterball, LLC was formed by the union of two well-known turkey brands – Butterball® and Carolina Turkeys® – in October 2006. Each company brought its own rich history and extensive expertise to the union, effectively strengthening the already powerful Butterball brand.

According to Cara Bernosky, IMC Licensing President and Co-founder, "We are delighted to represent Butterball, America's premier turkey brand, which has been serving up American tradition since 1954, bringing American families together for the holidays. We plan to leverage Butterball's high consumer awareness and heritage to reach consumers in new ways via both food and non-food products."

Mary Schaffhausen, Vice President of Marketing Communications for Butterball added, "Staying relevant to today's consumers is important to us and we feel that this licensing opportunity is another way for the brand to bring innovation to our audience."

IMC Licensing plans to extend the Butterball brand across a wide range of new categories that help extend the every day relevance of the brand. Initial categories may include a range of cooking tools and accessories that make preparation easier and more convenient; food products and ingredients that

enhance, are easy to prepare and taste great with Butterball products; and exciting new products containing Butterball turkey that enhance the brand's connection to healthy lifestyles and great flavor.

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

ABOUT BUTTERBALL, LLC

Butterball, LLC offers consumers opportunities to celebrate traditional holidays and every day meal occasions with the Butterball branded line of products. As the most recognized name in turkey, the brand represents over 50 years of cherished memories with consumers worldwide. The retail, deli and foodservice products are distributed throughout the United States and in over 20 countries. The tradition of providing quality great tasting products that make meals something to celebrate every day has made the brand America's Favorite.

Headquartered in Garner, N.C., Butterball is the largest producer of turkey products in the United States. The company's three pronged approach to Doing Business Right focuses on self-governance, sustainability and social responsibility. The initiative plays a key role in providing internal oversight for integrating values that are important to the company.

As the industry leader in quality and food safety, the company employs numerous processes to ensure the health of flocks and implements recognized prevention measures to exceed food safety standards in its six plants, located in North Carolina, Colorado, Arkansas and Missouri. In addition, Butterball has surpassed important workplace safety and health benchmarks set forth by the Occupational Safety and Health Administration's Voluntary Production Program, (VPP.)

For more information about Butterball, LLC, visit www.butterballcorp.com. For more information on Butterball products, visit www.butterball.com. You can also call 1-800 BUTTERBALL for answers to your most puzzling questions about turkey preparation.

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