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IMC Licensing Teams with CopCorp on Food and Beverage Licensing Opportunities for *It's Happy Bunny*[™] and *Ringling Bros. and Barnum & Bailey*[®] Circus

LOUISVILLE, KY – [IMC Licensing](#), the nation's leading full-service licensing agency specializing in consumer product brands, announced today that it has teamed up with highly successful boutique Licensing Agency, CopCorp Licensing, to secure food and beverage licensing opportunities for entertainment properties [It's Happy Bunny](#)[™] and [Ringling Bros. and Barnum & Bailey](#)[®].

Jim Benton's top-selling *It's Happy Bunny* property stars a cute little bunny with a big attitude, combining the bunny's adorable appearance with accompanying irreverent phrases for a funny result. Currently licensed by CopCorp Licensing to more than 100 companies worldwide, the *It's Happy Bunny* licensing program has been recognized with a prestigious Licensing Industry Merchandisers' Association (LIMA) International Licensing Excellence Award four different times: as "Best Art Brand" in 2005, "Best Character Brand License – Soft Goods" in 2006, and "Best Character Brand Licensee – Hard Goods" in 2007, and "Best Character Brand Program of the Year" in 2008. In 2008, CopCorp also was honored by LIMA with the 2008 Merit Award for Licensing Creativity for its work on the *It's Happy Bunny* Drug-Free Bunny campaign.

Ringling Bros. and Barnum & Bailey Circus, also represented by CopCorp Licensing, is widely known as *The Greatest Show On Earth*[®]. It is one of the most exciting and historic family entertainment brands in the world. Founded in 1871, *Ringling Bros.*[®] is the only show business

phenomenon to run in three consecutive centuries and is unrivaled in size, quality, popularity, attendance and the number of cities visited.

According to Cara Bernosky, IMC Licensing President and Co-founder, "We are excited to be working with CopCorp to leverage our food and beverage expertise to build on the tremendous licensing success CopCorp has had in other categories for *It's Happy Bunny* and *Ringling Bros. and Barnum & Bailey*. Both properties exemplify fun and we believe there are a host of food and beverage categories into which they can extend. Whether it is delivering the attitude of *It's Happy Bunny* to frozen novelties, confections and beverages or delivering the iconic circus brand of *Ringling Bros.* to fun foods like cotton candy, confections, peanuts, popcorn, funnel cakes, among others, there is great opportunity to reach consumers in new ways through a range of new and delicious products."

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 CopCorp Licensing

CopCorp Licensing (www.copcorp.com) is an award-winning and innovative agency specializing in the development of brand, character, and entertainment based licensing opportunities for presentation and packaging to the manufacturer and retailer communities. Led by Carole Postal, founder and president, CopCorp Licensing develops, sells, negotiates, markets and implements complete licensing strategies and programs for major entertainment corporations, artists, art studios, and apparel brand names, among many others.

About Jim Benton's *It's Happy Bunny*

Jim Benton, whom People Magazine called "the most visible cartoonist In America," is the writer/artist of three different, popular, illustrated book series - including not only the fan favorite *It's Happy Bunny* series for Scholastic but also the best-selling and critically acclaimed Dear Dumb Diary book series (Scholastic) and the much loved Franny K. Stein kids book series (Simon & Schuster) -- and the creator of several successful licensed properties.

About *Ringling Bros. and Barnum & Bailey*[®] - *The Greatest Show On Earth*[®]

Since 1871, *The Greatest Show On Earth* has been a part of America's cultural heritage. *Ringling Bros. and Barnum & Bailey Circus* is a family tradition handed down from generation to generation. With three independent units - the Red, Blue, and Gold - collectively hosting millions of visitors and traveling to more than 120 cities throughout North America each year, *Ringling Bros. and Barnum & Bailey Circus* is unrivaled in size, quality, popularity, attendance and the number of cities visited. For more information about *Ringling Bros.* visit www.ringling.com.