

1. Ceci Sent – 1/23
2. Account Manager –
3. Cara (1st Review) –
4. Client Approval –
5. Licensee Approval –
6. Ceci Final Review –
7. Cara Final Review –



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CONTACT:
Cara K. Bernosky
IMC Licensing
502.589.7655
cbernosky@imclicensing.com

IMC Licensing CEO Stephen Reily to Participate in Webinar Hosted by The License Letter

LOUISVILLE, KY – [IMC Licensing](http://www.imclicensing.com), the nation's leading full-service licensing agency specializing in consumer product brands, announced today that its CEO and Co-Founder, Stephen R. Reily, has been selected to participate in a webinar presented by The Licensing Letter on January 15, 2009 from 12:30pm – 1:30pm ET. The webinar topic is "What to Do When Your Vendor, Retailer or Property Owner Goes Bankrupt." The one-hour audio conference will prepare listeners to respond if a supplier, retailer, or property owner files for bankruptcy; to protect your company from future losses when negotiating new agreements; and to preserve the integrity of your business even as your customers, suppliers, or partners go bankrupt.

At IMC Licensing, Mr. Reily is responsible for overseeing licensing strategy and relationships with clients as well as IMC's business development and marketing efforts within the licensing industry. Mr. Reily serves on the Advisory Board of the Licensing Journal, where for three years he wrote a monthly column on corporate trademark licensing. He serves on the Education Committee and is a past officer of the International Licensing Industry Merchandisers' Association (LIMA), the trade organization of the licensing industry, and is a member of the International Trademark Association (INTA) and the Licensing Executives Society (LES). In addition, Mr. Reily has published articles in BRANDWEEK, brandchannel.com among others, and has been a featured speaker at leading industry events including Licensing University, LINK and The Licensing Letter Symposium. A former corporate attorney, Mr. Reily graduated from Yale College, summa cum laude, and from Stanford Law School, after which he clerked for Justice John Paul Stevens of the U.S. Supreme Court.

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 Kraft Foods, Valvoline, Wm. Wrigley Jr. Co., Jel Sert, Pet Brands, General Mills and Borghese. For more information, please visit www.imclicensing.com.

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