

FOR IMMEDIATE RELEASE

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IMC Licensing Names Global Licensing Director

LOUISVILLE, KY – [IMC Licensing](http://www.imclicensing.com), the nation's leading licensing agency specializing in consumer product brands, has named Diego Miron as Global Licensing Director. In this role, he will be responsible for management and coordination of IMC Licensing's global licensing activity.

Mr. Miron has an entrepreneurial business development background with extensive experience in developing medium size companies requiring growth in foreign markets. He is an owner of a private equity company focused on early and medium stage companies requiring international expansion. Previously, he spent 10 years at Intel Corporation where he held several management positions in the area of pricing, product management and marketing focused on emerging markets.

Mr. Miron has a BA from the University of Notre Dame and an MBA from the Fuqua School of Business at Duke University. He also holds a CPA certificate from Texas and Kentucky and is fluent in Spanish.

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

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