



FOR IMMEDIATE RELEASE

August 30, 2010

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IMC Licensing Expands Relationship with FoodCause, Inc.

LOUISVILLE, KY – [IMC Licensing](#), the nation's leading full-service licensing agency specializing in consumer product brands, announced today that it has expanded its agreement with FoodCause, Inc. -- a company focused on creating community awareness of specific development organizations through the marketing of widely consumed natural food items -- to represent Grein, a patented all natural meat alternative made primarily from whole grains. The green protein is now available as an ingredient and as part of a multitude of finished products ranging from beef-flavored burgers to vegan skillet meals.

With a mission to align causal marketing with consumable items at key retailers, FoodCause sends a combined message of quality food and the much needed support of development programs in local communities. Traditional methods of funding for these organizations are challenged with the changes in our economy and FoodCause, Inc., through licensing partnerships secured by IMC Licensing, represents a viable source to help select organizations continue philanthropic programs in areas such as youth development and hunger relief.

Grein, based upon patented formulations developed by Knox Mountain Foods, signifies FoodCause's first entry into any market with its own brand. Utilizing proceeds from the licensing of the trademark, formulation and sales of co-packed products, FoodCause will build both an awareness of Grein and one of America's growing problems, domestic hunger. FoodCause will match a portion of all sales generated by Grein with direct donations of the protein product to be distributed by local food banks and hunger-relief organizations. FoodCause estimates that in just a few years time, it may deliver up to 1,000,000 pounds of Grein to these very deserving programs.

According to Cara Bernosky, IMC Licensing President and Co-founder, "We are excited to work with FoodCause Inc. to not only to bring this great new product to market, but also to meet the needs of charitable groups through some really unique programs."

FoodCause was founded by Mark Hutchison and Rick Raque, who for the majority of their combined 65 years in the food industry have given resources and time to organizations like Habitat for Humanity, USA Harvest, the YMCA, and Big Brothers/Big Sisters. Raque, currently in the midst of a dietary regimen utilizing Grein as his primary source of protein, says "FoodCause is committed to the delivery of nutritious foods that our customers desire, consumers appreciate based on taste and quality, and create an impact in the communities we serve. Grein represents a significant, sustainable healthy protein, delivered without fat or cholesterol at an affordable price that tastes great to all ages." Raque will continue his commitment to a Grein based diet at least through November's Private Label Manufacturer's show in Chicago where you can see his results and see the official launch of Grein.

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 works with companies like Dole, TABASCO, General Mills, Butterball and Emergen-C. For more information, please visit www.imclicensing.com

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