



FOR IMMEDIATE RELEASE
February 8, 2011

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**IMC Licensing Executive to Participate in Webinar Hosted by
Licensing Industry Merchandisers' Association (LIMA) on February 2nd**

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 Vice President, Sales, Todd Donaldson, has been selected to present a webinar offered by the [International Licensing Industry Merchandisers' Association \(LIMA\)](http://www.lima.com), the trade organization of the licensing industry, on February 2, 2011 from 4:00pm – 6:00pm ET. The webinar topic is "Retail Strategies Beyond the Top 20." The two-hour audio conference followed by Q&A will discuss the innovative use of private label programs, corporate brands and trademarks, and licensed properties to generate excitement and traffic in the current economic climate. Mike Slusar, Managing Director of Brandar Consulting, will join Mr. Donaldson for this webinar.

At IMC Licensing, Mr. Donaldson is responsible for identifying and developing relationships with key manufacturers, retailers and brand owners across the consumer product sector. He has been a business development executive for over 10 years, working for and with dozens of Fortune 50 companies. In addition, Mr. Donaldson has been a participant in numerous Licensing Letter roundtable symposiums, has been a speaker at industry events including the PLMA Show and has conducted webinars on Licensing Strategy. Before joining IMC, he was responsible for the account management and retention of more than ten Fortune 200 client companies for SHPS Human Resources Solutions. He earned a B.A. from the University of Kentucky.

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.

In addition to Sunkist, IMC Licensing has worked with companies like Duncan Hines, TABASCO, Valvoline, General Mills, Butterball and Borghese. For more information, please visit www.imclicensing.com.

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