



FOR IMMEDIATE RELEASE

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IMC Licensing Negotiates Deal with Cinnabon® for Mellace Family Brands

LOUISVILLE, KY – [IMC Licensing](http://www.imclicensing.com), the nation's leading full-service licensing agency specializing in consumer product brands, announced today that it has secured a license agreement for Mellace Family Brands, a snack food innovator known for a diverse product line that includes tree nuts, peanuts, snack mixes and enrobed chocolate items, to launch a co-branded line of flavored nuts and snacks with Cinnabon®, the market leader among cinnamon roll bakeries. The inaugural line of products will combine Mama Mellace's kettle roasted nuts with Cinnabon's signature Markara® Cinnamon to create a variety of new snack offerings.

According to Todd Donaldson, IMC Licensing Vice President of Sales, "We were delighted to bring together Mellace Family Brands and Cinnabon to launch this line of innovative and delicious snack items perfect for a quick break. These new products leverage the homemade taste and crunch of Mellace products with the well-loved taste of Cinnabon cinnamon to create great new indulgent snacks for people on the go."

Cara Becker, Director of Brand Licensing for Focus Brands Inc., added, "Cinnabon is delighted to partner with Mellace Family Brands on this delicious new product. The quality of the nuts and the unmistakable Cinnabon cinnamon flavor are sure to wow consumers and make a great addition to our licensed product mix."

All products will be kettle-roasted in water and will contain no oil or preservatives. The new line of products is expected to be available at retail in early 2010.

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 SC Johnson, Chiquita, Duncan Hines, TABASCO, Valvoline, General Mills and Borghese. For more information, please visit www.imclicensing.com

ABOUT MELLACE FAMILY BRANDS

Mellace Family Brands is a snack food innovator that produces the highest quality and most durable products using unique processes and recipes. The company's 42,000 square foot state-of-the-art facility located in Carlsbad, California, manufactures a diverse product line that includes kosher tree nuts, peanuts, snack mixes, and enrobed or panned chocolate items. These products have propelled the company's growth, placing it on the Inc. 5000 list and earning its founder Entrepreneur of the Year award recognitions from both the Carlsbad Chamber of Commerce and Ernst & Young (as a finalist for San Diego). Since its founding in 2001, Mellace Family Brands has made social responsibility a top priority. Through the Mama Cares Foundation, the company has provided assistance to many individuals, families and organizations in need. Please visit www.mellacefamilybrands.com and www.mamacares.org for more information.

ABOUT CINNABON®

Maker of the world's most famous cinnamon rolls, Cinnabon Inc.® (Cinnabon) serves fresh, aromatic, oven-hot cinnamon rolls, as well as a variety of other baked goods and specialty beverages. Cinnabon currently operates more than 700 franchised locations worldwide, primarily in high traffic venues such as shopping malls, airports, train stations, travel plazas, entertainment venues, academic institutions, and military bases. For more information, please visit www.cinnabon.com.

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