



**FOR IMMEDIATE RELEASE**

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**IMC Licensing Signs Agreement to Represent Pinnacle Foods**

LOUISVILLE, KY – [IMC Licensing](#), the nation's leading full-service licensing agency specializing in consumer product brands, announced today that it has entered into a representation agreement with [Pinnacle Foods Group LLC](#), one of North America's largest packaged food companies. IMC Licensing will develop a portfolio of new brand-building licensed food and non-food products for the company's iconic brands including Duncan Hines®, Mrs. Butterworth's® Syrup, Log Cabin® Syrup, Vlasic® Pickles, Lender's® Bagels and Hungry-Man® Entrees.

Pinnacle Foods has grown significantly by buying well-known brands and then expanding those brands through a commitment to quality and innovation.

According to Cara Bernosky, IMC Licensing President and Co-Founder, "We are delighted to represent Pinnacle Foods, a diverse family of brands rich in history and heritage, many of which have been in existence for over 50 years. These brands hold leadership positions in their respective retail categories with an estimated 81% penetration of U.S. households. We plan to leverage this high consumer awareness and heritage to reach consumers in new ways via both food and non-food products."

**ABOUT IMC LICENSING**

IMC Licensing leads the industry with its focused and innovative 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 Pinnacle Foods, IMC Licensing has worked with companies like SC Johnson, Chiquita Brands International, Jel Sert, Pet Brands, Valvoline, General Mills and Borghese. For more information, please visit [www.imclicensing.com](http://www.imclicensing.com).

### **ABOUT PINNACLE FOODS GROUP LLC**

Pinnacle Foods Group LLC, a leading seller and manufacturer of nationally branded food products. Pinnacle is known for new product innovation and commitment to growth and has a strong portfolio of leading brands including Duncan Hines® Baking Mixes and Frozen Brownies, Vlasic® Pickles, Log Cabin® Syrup, Mrs. Butterworth's® Syrup, Hungry-Man® Entrées, Mrs. Paul's® Seafood, Van DeKamp® Seafood, Lender's® Bagels, Armour® Canned Meats, Swanson® Frozen Meals, Aunt Jemima® Frozen Breakfasts, Celeste® Pizza, and Open Pit® Barbeque Sauce.

For more information, please visit [www.pinnaclefoodscorp.com](http://www.pinnaclefoodscorp.com).

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