



FOR IMMEDIATE RELEASE

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CONTACT:

Cara K. Bernosky

IMC Licensing

502.589.7655

cbernosky@imclicensing.com

Mazen Safadi

Sunkist Growers

818.379.7266

msafadi@sunkistgrowers.com

IMC Licensing Announces New Dried Fruit Licensing Deal for Sunkist

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 negotiated a new licensing agreement for [Sunkist Growers](http://www.sunkist.com), America's oldest and largest citrus marketing cooperative. The licensee is Los Angeles-based [Titan Foods, Inc.](http://www.titanfoods.com), a manufacturer and importer of candies, cookies and fruit which will be importing and producing a new line of real dried fruit for healthy snacking for all ages.

Sunkist Dried Fruit, marketed as "Where Healthy Meets Delicious," includes a range of dried berries grown and processed in USA as well as mangoes processed in China. Initial real dried fruit products include:

- Dried Mangoes (6 oz.) – Fat Free, Excellent Source of Vitamins A & C
- Cranberries (5 oz.) – Fat Free, All Natural, High in Antioxidants
- Tart Cherries (4.5 oz.) – Fat Free, All Natural, Excellent Source of Vitamin A
- Blueberries (4 oz.) – All Natural, Good Source of Dietary Fiber, High in Antioxidants

Sunkist Dried Fruit will launch in April 2010 with distribution channels expected to include retail grocery stores and club stores in North America.

According to Cara Bernosky, IMC Licensing President and Co-founder, "Sunkist is one of the most recognized and respected fruit brands in the world, known for its quality, fresh taste and natural goodness. Sunkist Dried Fruit is a great opportunity to extend this global brand equity into delicious new line of better-for-you real dried fruit for healthy snacking. We are delighted to bring together Sunkist and Titan Foods to launch this innovative new product line targeting consumers of all ages searching for a healthy on-the-go snack."

"We are very pleased with our new association with Titan Foods," said Mark Madden, Sunkist's Vice President of Global Licensing. "This delicious variety of healthy dried fruit is a great complement to our premium fresh citrus."

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.

ABOUT SUNKIST

Sunkist Growers is one of agriculture's greatest success stories. Founded in 1893, Sunkist is America's oldest and largest citrus marketing cooperative and is owned by thousands of citrus growers in California and Arizona. Over the years, Sunkist has built an international citrus marketing organization and a brand that is one of the best known and most respected in the world. For more information, please visit www.sunkist.com.

ABOUT TITAN FOODS

Titan Foods is a manufacturer and importer of candies, cookies and fruit. Titan Foods, Inc. Established in 1981, the company began as a distributor of Bahlsen cookies from Germany, Hawaiian Host Chocolates from Hawaii, and Danish cookies under the brand name "Watermill." In 2002 Titan Foods started manufacturing Tropical Dried Fruit in China and is well-known for its Dried Mango products sold in club stores. For more information, please visit <http://titanfoodstrading.com/>

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