



FOR IMMEDIATE RELEASE
August 24, 2009

CONTACT:
Cara K. Bernosky
IMC Licensing
502.589.7655
cbernosky@imclicensing.com

Frani Lieberman
Bender Hammerling Group
973.744.0707
Frani.lieberman@bhqpr.com

IMC Licensing Signs New Bakeware Licensing Deal for Pinnacle Foods

LOUISVILLE, KY – [IMC Licensing](#), the nation's leading full-service licensing agency specializing in consumer product brands, announced today that it has negotiated a new licensing agreement for [Pinnacle Foods Group LLC](#), one of North America's largest packaged food companies, to develop a line of Duncan Hines® branded bakeware. The licensee is Port Washington, New York-based Continuum Sales & Marketing Corp., a leading provider of innovative cookware solutions.

According to Cara Bernosky, IMC Licensing President and Co-founder, "We are pleased to bring Pinnacle and Continuum together to launch this line of uniquely designed Duncan Hines bakeware as a distinctive new offering for consumers. Duncan Hines is a leading maker of cake, brownie, muffin and cookie mixes, and ready-to-serve frostings, including the #1 selling cake mix in the nation. This bakeware program is a logical extension to leverage Duncan Hines' heritage and high consumer awareness to reach consumers in new ways via non-food products."

"Duncan Hines, the man, was one of the most respected food critics in America when he founded the brand over 50 years ago," added Greg Greene, Duncan Hines Senior Brand Manager, Pinnacle Foods Group. "Today, these mixes and frostings are developed in memory of his inventive spirit to inspire the love of baking. This line of bakeware is another great way to further enhance both the brand and his important legacy."

Duncan Hines bakeware was introduced at the International Housewares Show in Chicago in March 2009 and will be available at retail beginning in Fall 2009. U.S. and Canadian distribution channels are expected to include retail grocery stores, mass merchandisers, drug stores, specialty, club stores and TV shopping channels. Additional Duncan Hines licensed products may include kitchen tools and accessories related to baking.

In addition to Duncan Hines, IMC Licensing is developing a strategic licensing plan and a portfolio of new brand-building licensed food and non-food products for the company's other iconic brands including Mrs. Butterworth's® Syrup, Log Cabin® Syrup, Vlasic® Pickles, Lender's® Bagels and Hungry-Man® Entrees.

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 Pinnacle Foods, IMC Licensing has worked with companies like SC Johnson, Chiquita, TABASCO, Valvoline and General Mills. For more information, please visit 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® Frozen Dinners, Mrs. Paul's® Seafood, Van de Kamp's® Seafood, Lender's® Bagels, Armour® Canned Meats, Swanson® Frozen Meals, Aunt Jemima® Frozen Breakfasts, Celeste® Pizza, and Open Pit® Barbeque Sauce.

ABOUT CONTINUUM SALES & MARKETING CORP.

Port Washington, New York-based Continuum Sales & Marketing Corp. is a leading provider of innovative cookware and bakeware solutions. Over the past 30 years, Continuum has worked as a supplier to or licensee with such leading companies as Fieldcrest Cannon, Black & Decker, AT&T, Oneida Ltd., Safeway Stores, Harris Teeter Supermarkets, Sunbeam and Oster to name a few. For more information, please visit www.gocontinuum.com.

###