



FOR IMMEDIATE RELEASE
April 22, 2009

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

**IMC Licensing and Bridgford Foods Announce Sweet Baby Ray's®
Flavored Beef Jerky At Dollar General**

LOUISVILLE, KY – IMC Licensing, the nation's leading full-service licensing agency specializing in consumer product brands, announced today that Sweet Baby Ray's® Flavored Beef Jerky will now be available at all Dollar General® locations throughout the U.S.. Dollar General, the nation's largest small-box discount retailer with over 8,000 stores in 35 states, will offer Sweet Baby Ray's Honey Chipotle Jerky in a convenient and easy-to-find location on the top shelf of the snack section. The Beef Jerky will be distributed using Bridgford Foods' extensive direct-store-delivery network.

According to Cara Bernosky, IMC President and Co-founder, "This expanded distribution is fantastic news for Sweet Baby Ray's as well as for BBQ lovers everywhere. The flavored jerky product has been extremely well received to date, and has proven to be a great way to introduce Sweet Baby Ray's, the fastest growing BBQ sauce in America, in new places and new ways. We see great potential in linking Sweet Baby Ray's with additional new opportunities in food licensing to expand the brand's presence in supermarkets, mass merchandisers, convenience stores and restaurants across the country."

Sweet Baby Ray's Flavored Beef Jerky launched originally in August 2007 and has been sold in Kmart, Wal-Mart, Kroger, Walgreens, Publix and many other major retailers. The licensee is Bridgford Foods Corporation, a leader in the food service and retail food industries for 75 years.

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 Sweet Baby Ray's, IMC Licensing has worked with companies like SC Johnson, Chiquita Brands International, Jel Sert, Pet Brands, Pinnacle Foods, Valvoline, General Mills and Borghese. For more information, please visit www.imclicensing.com.

ABOUT SWEET BABY RAY'S

Sweet Baby Ray's is the fastest growing BBQ sauce in America and the #1 premium BBQ in the grocery channel. For more information, please visit www.sweetbabyrays.com.

ABOUT BRIDGFORD FOODS

Anaheim, California-based Bridgford Foods is a leader in the food service and retail food industries. The Company's principal products include pepperoni, beef jerky, sliced lunch meats and sandwiches for retail markets, frozen bread dough products for both the food service and retail food industries, shelf-stable dry and semi-dry sausage products for both retail and food service establishments, an assortment of frozen Micro-Ready sandwiches, a new line of shelf-stable sandwiches, and heat and serve monkey breads. For more information, please visit www.bridgford.com.

###