

FOR IMMEDIATE RELEASE

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**IMC Licensing to Host "Perspectives on
Food & Beverage Licensing 2009"
Webinar on August 26th**

LOUISVILLE, KY – IMC Licensing, the nation's leading licensing agency specializing in consumer product brands, will host its next webinar on Wednesday, August 26, 2009 at 2:00pm ET on the topic of Perspectives on Food & Beverage Licensing 2009.

In this quarter's webinar, IMC Licensing Co-Founders Stephen Reily and Cara Bernosky will discuss key trends in the sector and observations at retail. Cara Becker, Director of Brand Licensing for Focus Brands, will present a real-life case study of how one brand has approached licensing.

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.

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