



FOR IMMEDIATE RELEASE

October 29, 2008

IMC Licensing Launches License Acquisition Division
Completes Deal for Auralex Acoustics

LOUISVILLE, KY – [IMC Licensing](#), the nation's leading full-service licensing agency specializing in consumer product brands, announced today that it has established a new division to meet the needs of manufacturers and retailers challenged to deliver great new consumer products. IMC Licensing's new License Acquisition Division helps develop programs with significant differentiation and impact by strategically identifying, soliciting and securing brands that best fit with the clients' needs.

According to Cara Bernosky, IMC Licensing Founder and CEO, "IMC Licensing has become the resource for proprietary brand solutions by locating ourselves at the intersection of strategic licensing partnerships. Over the past few years, we have been reaching out to both manufacturers and retailers and listening to the challenges they face in terms of product differentiation and consumer loyalty. Today, we are pleased to launch this division to help our clients explore new solutions to grow their businesses via licensing."

The License Acquisition Division will be managed by Todd Donaldson, Vice President of Sales with Jayne Steverson, Director of License Acquisition. The pair will host a webinar on the topic of License Acquisitions on October 29, 2008 at 2:00 PM EST. Please visit www.imclicensing.com for more information.

Auralex Acoustics Deal Completed

IMC Licensing recently signed an agreement with Auralex Acoustics, the industry leader in innovative sound control solutions, to launch SonicPrint, custom-printed fabric-covered acoustic panels designed as artwork. IMC Licensing secured three separate deals with Hallmark Cards, Studio Canal and MGM for Auralex to develop a gallery of licensed images including movie, music, sports, seasonal and poster art properties, and will continue to add to the portfolio in all categories.

According to Mr. Donaldson, "We were delighted to bring together Auralex with Hallmark, Studio Canal and MGM to launch innovate and exciting product lines. Auralex has long been the industry leader in acoustical treatment products, with their products used by many of the top recording studios. Their

products are a great fit for the home theatre enthusiast market. Now acoustical panels can be camouflaged under the design of the customer's choice, offering movie, sports and other icons as custom graphic options."

"SonicPrint was the next natural step for Auralex," says Tim Martin, Director of Sales and Marketing for Auralex Acoustics. "We recognized a void in the home theater and home recording markets, as acoustical treatments were limited to single color fabrics. Home décor and aesthetically pleasing environments are important to our customers and now, with the launch of SonicPrint, Auralex offers the best of both worlds, a high-quality acoustical panel with nearly limitless style and design options."

Auralex's SonicPrint panels debuted at CEDIA 2008 in early September, making Auralex the first-to-market with such an innovative product offering. SonicPrint is distributed through Auralex dealers and on Amazon.com.

In addition to Auralex, the License Acquisition Division is working on a confidential basis with a variety of clients across multiple industries.

ABOUT IMC LICENSING

IMC Licensing has become the resource for proprietary brand solutions by locating ourselves at the intersection of strategic licensing partnerships. We develop distinctive products and programs for retailers and manufacturers, identifying and acquiring brands that best fit with our clients' needs. IMC Licensing has worked with companies like Kraft Foods, Valvoline, Jel Sert, Wranger and Borghese to bring to market great new products in every aisle at retail. For more information, please visit www.imclicensing.com.

ABOUT AURALEX ACOUSTICS, INC.

Located in Indianapolis, Auralex Acoustics was founded in 1977 with a mission to provide top-performing acoustical treatment products at the best value. Since then, thousands of satisfied Auralex customers have experienced improved acoustics, expert advice and exceptional customer service. Auralex products enjoy widespread use among prominent artists, producers, engineers, corporations, celebrities and government agencies.

Auralex Acoustics has become the industry leader in innovative sound control solutions and continues to enjoy rapid growth through an international network of authorized dealers. Visit the Auralex Web site at www.auralex.com.

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