



**Licensing Industry Pros Peter Van Raalte and David Imhoff
Form NYC-Based Infinity Licensing**

**Boutique Firm Launches with an Established, Robust Brand Portfolio Including:
Hit VH-1 Reality Series: *Mob Wives*, Iconic Lifestyle Brand *Muscle Beach*,
Mercer Mayer's Ever-Popular *Little Critter*®, Classic Comic Book Character
Vampirella, Artists *Marc Tetro* and *Viktor Koen*, and On-line Construction World
Roblox.**

New York, N.Y. May 15, 2012--The licensing, merchandising and marketing powerhouse team of Peter Van Raalte and David Imhoff join forces to form NYC-based INFINITY LICENSING, LLC. (www.infinitylicensing.com). The principals kick off their new entity with an established, powerful and diverse roster of brands including *Mob Wives* (the hit VH1 series); *Muscle Beach* (iconic brand celebrating the birth of fitness); *Little Critter*® (Mercer Mayer evergreen children's book series), *Vampirella* (classic vampire vixen); *Roblox* (popular, online virtual construction destination and #1 entertainment website for kids); *Marc Tetro* (award winning artist with product boutiques in Macy's); and *Viktor Koen Designs* (popular magazine cover artist).

Together, the executives possess extensive and diverse expertise in building and maintaining merchandise programs that span all of the core merchandising categories: Music (*Justin Bieber, Lady Gaga, Michael Jackson, The Rolling Stones*) Film (*The Lord of the Rings, Austin Powers, Gone With The Wind, Wizard of Oz, A Nightmare on Elm Street*); TV (*Clifford the Big Red Dog, Animorphs, Little Robots, Peppa Pig*); Art (*Norman Rockwell*); Sports (*NY Knicks, NY Rangers, World Championship Wrestling*); Theater (*The Rockettes, Radio City Music Hall, The Christmas Spectacular*); and Corporate Brands (*Jeep, Chrysler*).

Formerly, Van Raalte spearheaded sales for licensing divisions at leading organizations including Turner Home Entertainment, Scholastic Entertainment, Joester Loria and Madison Square Garden. Under his strategic direction, numerous award winning, multi-million dollar licensing and direct-to-retail merchandise programs were successfully implemented. Additionally, Van Raalte was the Chairman of the Board of LIMA (International Licensing Industry Merchandisers Association), the 1100 company member licensing trade organization.

Imhoff, who started and ran New Line Cinema's worldwide licensing & merchandising department for 18 years, was responsible for *The Lord of the Rings consumer products program*, the first such program conceptually designed and executed across three films. The LOTR merchandising program generated over \$2.5 billion dollars in retail sales, and was recognized by the industry as the Entertainment License of the Year in 2003. Imhoff was also responsible for the very successful *Austin Powers* consumer products program, nominated for License of the Year and Entertainment License of the Year in 1999. Following New Line Cinema, Imhoff launched Radar Licensing, a global licensing and consulting business with such clients as The Weinstein Company (*Inglourious Basterds*, *Halloween*); Bravado (Justin Bieber, Lady Gaga, Michael Jackson, The Rolling Stones) Trancas International (*Halloween*) and the owners of *The Texas Chainsaw Massacre* film franchise (*Leatherface*).

Infinity Licensing LLC is a full service organization offering a wide range of capabilities including: strategic licensing and retail plan development, product conceptualization, marketing / promotions, and the sales, implementation, and management of licensing and merchandise programs.

Contacts:

Peter Van Raalte peter@infinitylicensing.com (973) 744-4639

Dave Imhoff david@infinitylicensing.com (347) 599-2421

###