



ICR ANNOUNCES PRIVATE DAY PRESENTERS & ATTENDEES AT THE 14th ANNUAL ICR XCHANGE CONFERENCE

Norwalk, CT – December 15, 2011 – ICR, the largest independent financial communications firm in North America, today announced it will host Private Day at the 14th Annual ICR XChange on January 10th at The Fontainebleau Hotel in Miami Beach, Florida. Private Day is the prelude to two full days of public company presentations at the Annual ICR XChange and showcases private companies from all over North America.

Private Day is a highly effective way for leading private companies in the retail, footwear & apparel, beauty, restaurants, food, leisure, entertainment and e-commerce industries to present their concept, growth strategies and outlook to the investment banking and private equity investment communities.

“We’re pleased to welcome some of the most promising and dynamic companies in their sectors and provide a platform to share their business growth story and vision with many of the leading financial institutions and private equity firms in the country,” stated Tom Ryan, chief executive officer of ICR.

Companies that are currently scheduled to present at Private Day at the 14th Annual ICR XChange include:

AirDye Solutions – www.colorep.com
Batteries Plus – www.batteriesplus.com
Boloco – www.boloco.com
Boscov's – www.boscovs.com
Brugger's (Le Duff America) – www.groupeleduff.com
Bushnell Outdoor Products – www.bushnell.com
Cafe Rio – www.caferio.com
Christy Sports - www.christysports.com
Circa Jewels – www.circajewels.com
Crestone Group – www.crestone-group.com
Dots – www.dots.com
Earth Fare – www.earthfare.com
Fanatics – www.footballfanatics.com

Freshii – www.freshii.com
IT'SUGAR – www.itsugar.com
LoveSac – www.lovesac.com
Moosejaw – www.moosejaw.com
Miller's Ale House Restaurants – www.millersalehouse.com
Noodles & Company – www.noodles.com
Pediped – www.pediped.com
Pet Valu – www.petvalu.com
Peter Millar – www.petermillar.com
Pinkberry – www.pinkberry.com
Rue La La – www.ruelala.com
Shop Runner – www.shoprunner.com
Smashburger – www.smashburger.com
Tappan Street Restaurant Group – www.tacomac.com
USA Discounters – www.usadiscounters.net
Veev – www.veevlife.com
Villa – www.ruvilla.com
Wild Things – www.wildthingsgear.com
Zoe's Kitchen – www.zoeskitchen.com

Companies that are currently scheduled to attend Private Day at the 14th Annual ICR XChange include:

Authentic Brands Group – www.authenticbrandsgroup.com
Dave & Dusters – www.daveandbusters.com
Hurricane Grill and Wings / RREMC Restaurants – remcrestaurants.com
Lax.com – www.lax.com

The Private Day Schedule on Tuesday, January 10, 2012 is as follows:

6:30 a.m. – Registration
7:30 a.m. – Breakfast
8:30 a.m. – 12:00 p.m. – Company Presentations
12:00 p.m. – Lunch
12:45- 5:00 p.m. – Company Presentations
5:00 p.m. – Cocktail Reception

The 14th Annual ICR XChange is being held on January 10-12, 2011 at The Fontainebleau Hotel in Miami Beach, Florida. The event is expected to feature presentations by nearly 180 public and private companies, as well as, a variety of discussion panels and keynote presentations.

Participants are also encouraged to join the ICR XChange Twitter (@icrxchange) and Facebook (facebook.com/icrxchange) pages for live, up-to-date information, leading up to and at the January 2012 conference.

For more information on the conference including how to register, please visit our website at: www.icrxchange.com or contact Laura Klein at 203.682.8200 / conferences@icrinc.com. Media wishing to attend should contact Alecia Pulman at 203-682-8224 / alecia.pulman@icrinc.com.

About ICR XChange

The ICR XChange is one of the largest and most unique investor conferences of the year, and is open to institutional portfolio managers and analysts, sell-side research analysts, investment bankers from sponsoring firms only, private equity professionals, select media and invited guests of ICR. The event is expected to feature presentations by nearly 180 public and private companies, as well as, a variety of discussion panels and keynote presentations. Last year's attendance exceeded 1,500 institutional, corporate and media attendees, and this January ICR is expecting even greater participation. CNBC is also expected to broadcast live at the event for the sixth consecutive year. www.icrxchange.com.

About ICR

ICR is a leading financial communications firm specializing in investor relations, corporate communications and digital media. Established in 1998, ICR represents more than 300 primarily publicly-listed companies and maintains offices in Norwalk, Conn., New York, Los Angeles, San Francisco, Boston and Beijing. ICR is one of the industry's fastest growing consultancies and is consistently listed among the nation's top independent communications consulting firms. www.icrinc.com.

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