

FOR IMMEDIATE RELEASE  
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NEWS  
OTCBB: INMG

## **IMI Global Becomes Exclusive Worldwide Marketing Partner for the “Born & Raised in the USA®” Label for Beef, Pork, Poultry, Lamb, Fish and Game**



### **Partnership Offers Consumers an Easily Recognizable, Third-Party Verified Option for Meat Products Born and Raised in the United States**

#### **Agreement Positions IMI’s Customers to Comply with Federal Country of Origin Labeling (COOL) Legislation That Mandates Labeling of Meat at Domestic Retail Locations**

CASTLE ROCK, Colo. – Integrated Management Information, Inc. (IMI Global) (OTCBB: INMG), a leading provider of verification and Internet solutions for the agricultural/livestock industry, today announced it has signed an agreement to become the exclusive worldwide marketer of the trademarked “Born & Raised in the USA®” label. The agreement puts IMI Global in a strong position to lead the industry move toward mandatory labeling of all meat products to identify the country of origin. There are 87 billion pounds of meat produced in the United States annually.

Under terms of the 2002 Farm Bill, retailers nationwide must display on their packaging a label identifying the country of origin (COOL) for meat products, including beef, pork, lamb and fish, starting in the fall of 2008. The Born & Raised in the USA® label, currently being used on a voluntary basis and appearing on products in selected retail stores, provides retailers, processors and producers a streamlined and proven third-party verification program as well as a means of supporting and promoting domestic meat products.

“With the deadline for domestic retailers to begin displaying country of origin labeling fast approaching, this agreement is both timely and potentially one of the most important partnerships IMI Global has been a part of,” said John Saunders, president and CEO of IMI Global. “We believe the Born & Raised in the USA® label, backed by IMI’s third-party verification systems, will find broad acceptance among domestic packers and retailers who are subject to this mandate beginning later this year. The brand, which includes a prominently displayed American flag, is a compelling visual that we believe will appeal to packers and retailers while giving consumers a simple and recognizable label to identify a product exclusively born, raised and processed in the USA. IMI Global is a national standard setter in the field of third-party verification services and we have been providing food verification systems since 1995 to producers through to retailers and have developed over 60% of all USDA PVP and QSA programs in the United States. As a result, we are ideally positioned to promote this label, as well as provide COOL compliance for our customers. Our goal is to make Born & Raised in the USA® the industry standard.”

Saunders said the Born & Raised in the USA® label program was developed more than seven years ago by Carolyn Carey, founder and president of Born & Raised in the USA®, who foresaw the industry's direction and remained committed for several years before country of origin labeling became a reality.

Carey added that IMI Global was an obvious choice as exclusive marketing partner. "IMI Global is a highly respected verification organization with extensive experience, a blue chip customer base and a strong track record working with the USDA," she said. "We're excited about the opportunity to roll out Born & Raised in the USA® to packers and retailers nationwide and provide them an easily workable COOL solution at no additional cost to the cow-calf producer."

A longtime customer for Born & Raised in the USA® is Western Grasslands, Inc., dba Panorama Meats, Inc. [www.PanoramaMeats.com](http://www.PanoramaMeats.com), producers of Panorama Natural Grass-Fed Beef™ and Panorama Organic Grass-Fed Beef™. Based in Vina, California, Panorama markets natural and organic grass-fed beef to food service operators as well as conventional and natural food retailers such as Whole Foods and Trader Joes throughout the United States.

### **About IMI Global**

Founded in 1995, IMI Global is a leading provider of verification and Internet solutions for the agriculture industry. Go to [www.IMIGlobal.com](http://www.IMIGlobal.com) for additional information. IMI has worked with some of the largest agricultural organizations in the United States, providing web-based applications for verification and identification as well as a range of consulting services tailored to meet each customer's needs. IMI operations include [www.CattleNetwork.com](http://www.CattleNetwork.com), an online service offering market information and industry news to the cattle industry, and [www.CattleStore.com](http://www.CattleStore.com), an online source for livestock supplies, such as animal identification, medical equipment and veterinarian supplies. Additional IMI web sites include [www.USVerified.com](http://www.USVerified.com), [www.AgNetwork.com](http://www.AgNetwork.com) and [www.PetSupplyVerified.com](http://www.PetSupplyVerified.com).

### **CAUTIONARY STATEMENT**

This news release contains "forward-looking statements" within the meaning of the U.S. Private Securities Litigation Reform Act of 1995, based on current expectations, estimates and projections that are subject to risk. Forward-looking statements are inherently uncertain, and actual events could differ materially from the Company's predictions. Important factors that could cause actual events to vary from predictions include those discussed in our SEC filings. Specifically, statements in this news release about growth, profitability, potential, leadership, the impact and efficacy of the Company's products and services on the marketplace, and prospects for the Born & Raised in the USA® labeling program are forward-looking statements that are subject to a variety of factors, including availability of capital, personnel and other resources; competition, governmental regulation of the beef industry, the market for beef and other factors. In addition, financial results for the three and nine-month periods are not necessarily indicative of future results. Readers should not place undue reliance on these forward-looking statements. The Company assumes no obligation to update its forward-looking statements to reflect new information or developments. For a more extensive discussion of the Company's business, please refer to the Company's SEC filings at [www.sec.gov](http://www.sec.gov).

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