



**ICR ANNOUNCES CNBC CO-ANCHOR SUE HERERA WILL BROADCAST
CNBC'S "POWER LUNCH" LIVE FROM THE ICR XCHANGE CONFERENCE ON
WEDNESDAY, JANUARY 11TH AT 1PM ET**

Norwalk, CT – January 10, 2012 – ICR, the largest independent financial communications firm in North America, today announced CNBC's Sue Herera will anchor CNBC's "Power Lunch" (M-F, 1PM-2PM ET) live from the 14th Annual ICR XChange on January 11, 2012 at The Fontainebleau Hotel in Miami Beach, Florida. Sue Herera will offer coverage and interviews with top executives and business leaders that will be attending the conference.

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 by leading growth companies from the retail, footwear & apparel, beauty, restaurant, food, beverage, healthy living, leisure, e-commerce and entertainment industries. To view the full presentation schedule, please visit the website at www.icrxchange.com.

New this year, participants can access up-to-the-minute conference information right in the palm of their hands with the ICR XChange 2012 mobile app. The application allows users to add a presentation to their schedule with one click, receive important messages from the event organizer, and connect with their colleagues using the "friends" feature. Apple and Android device users can simply visit the App Store or Market on their phones and search for "ICR XChange" to download the application. Users of all other phones can go to http://m.core-apps.com/icr_xchange2012 on their mobile device or scan the QR Code to download.

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.

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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