



FOR IMMEDIATE RELEASE

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***GLOBAL ICONS AND MAGIC CHEF® TO COOK UP KITCHEN COLLECTIONS***  
*MCA Corporation to expand product offerings for their most popular trademark, Magic Chef.*

Los Angeles (January 9, 2017) – Leading brand licensing agency Global Icons LLC announces its exclusive worldwide, excluding S Korea, representation agreement with MCA Corporation to license the Magic Chef brand. Magic Chef revolutionized the cooking landscape with the introduction of the first oven temperature-control device over 100 years ago. That innovation was the catalyst for the trust that built Magic Chef to the brand that is known for its dependability and everyday convenience.

“Our products are not only in our customers’ kitchens, but also in other areas of their home. Our microwaves and compact refrigerators are found in many places people gather together to be with their family and friends. Magic Chef is found in recreation rooms, dormitories, in-law suites, campers and anywhere else our customers call home. Our time-honored history and trusted expertise is ideal for the expansion of the Magic Chef brand. Our agreement with Global Icons will further enhance our brand-building strategy for Magic Chef.” stated Lily Kunz, Marketing and Brand Director of MCA Corporation.

Magic Chef’s deep roots for providing dependable, easy-to-use products in the kitchen is a solid platform to expand into additional home and housewares categories. Magic Chef and Global Icons will further develop product categories to include household electrics, kitchen gadgets, cookware, kitchen textiles, and food.

“Magic Chef has consistently evolved to meet the needs of its consumers. This method is what will guide us in the new product collections.” says Jeff Lotman, CEO Global Icons.

#### ABOUT MCA CORP

MC Appliance is an import/export, distribution and manufacturing company with its headquarters in Wood Dale, IL. The company purchased the Magic Chef brand from Whirlpool in 2010, and manufactures and sources products under Magic Chef, Magic Chef Commercial®, Ewave®, Norpole™, and private label brands. For more information, visit <https://mcappliance.com/magic-chef>

#### ABOUT GLOBAL ICONS

For over 18 years, Global Icons LLC has continually increased consumer loyalty for some of the world’s top trademarks, expanding the consumer base of its clients through the creation of new products and distribution channels. Select clients include BMW, FORD, BOB EVANS, QDOBA® Mexican Eats, Fireball Whisky, Nutella, Tic Tac, Vespa, and USPS among others. For more information visit [www.globalicons.com](http://www.globalicons.com).