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Contact:

Andrew Lieb
JRL Group, Inc.
(847) 291-7080
andy@jrlgroup.com

**JRL GROUP SELECTED TO REPRESENT
WICKED QUICK INDUSTRIES**

Deerfield, Illinois (August 3, 2009)--JRL Group, Inc., a full service licensing and marketing agency, announced today that it has entered into an exclusive representation agreement with Wicked Quick Industries, a "built for speed" high end apparel brand inspired by screaming engines, tattoo art and rock-and-roll. JRL Group will develop and manage a comprehensive licensing program under the Wicked Quick brand.

"We are thrilled to represent Wicked Quick in the development of a licensing program that will capture the 'life at one speed – all out' credo that portrays the brand," said Andrew Lieb, President, JRL Group. "We plan to leverage the Wicked Quick brand by creating new products that represent the spirit and attitude of Wicked Quick in new consumer markets."

"Looking to increase our dominant position in the lifestyle based apparel market, we have selected a perfect partner in JRL Group to represent us as we continue to grow our brand," said Tarran Pitschka, Founder of Wicked Quick Industries.

Initial product categories will include: Apparel, Headwear, Accessories, Jewelry, and Footwear.

About JRL Group, Inc.

JRL Group is a full service licensing and marketing agency specializing in the development and extension of corporate brands, trademarks, and sports properties. JRL Group represents a broad range of clients in automotive, retail, sports, and home fashion industries. JRL Group is headquartered in Deerfield, Illinois. The company's website address is www.jrlgroup.com.

About Wicked Quick Industries

Portland, Oregon based Wicked Quick Industries is a lifestyle apparel brand company for motor sports and speed fans. President and founder, Tarran Pitschka, built Wicked Quick from the ground up by utilizing the knowledge and skills honed in his 20 year graphic

and apparel design career that has spanned the lifestyle, team sports and motor sports categories. Wicked Quick apparel can be found at high end retailers such as Nordstrom. Wicked Quick's company web site is www.wickedquick.com.