

FOR IMMEDIATE RELEASE

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**JRL GROUP, INC. SELECTED TO REPRESENT
IRONCLAD PERFORMANCE WEAR**

Deerfield, Illinois (September 7, 2009)--JRL Group, Inc., a full service licensing and marketing agency, announced today that it has entered into a representation agreement with Ironclad Performance Wear, a leader in high-performance gloves and apparel. JRL Group will develop and manage a comprehensive licensing program under the Ironclad brand.

“We are delighted to represent Ironclad and its brand in the development of a licensing program that will capture the innovation and durability Ironclad is known and respected for,” stated Andrew Lieb, President, JRL Group. “By creating unique products, we plan to leverage Ironclad’s reputation for quality and establish the brand in new consumer markets.”

Initial product categories will include: Hand and Power Tools, Safety Products, Outdoor Power Tools, Adhesives, Locks, Flashlights, Work Lights and more.

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 Ironclad Performance Wear Corporation

El Segundo, California based Ironclad created the performance work glove category in 1998, and now engineer, manufacture and sell a comprehensive line of task-specific gloves and performance-fabric apparel. Ironclad's products are available at hardware stores, home centers, industrial suppliers, lumber yards, and sporting goods retailers nationwide, and in Australia, Canada, Japan, Hungary, and the United Kingdom. Ironclad’s website address is www.ironclad.com.

