

For Immediate Release

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JRL GROUP SELECTED TO REPRESENT THE ORIGINAL LAVA BRAND MOTION LAMP

Cultural Iconic Brand turns 40

Deerfield, Illinois August 1, 2005--JRL Group, Inc., a full service licensing and marketing agency, announces it has been retained exclusively by Lava World, International, Inc. to develop and manage a licensing program for the original LAVA Brand Motion Lamp.

“For 40 years, LAVA brand motion lamps have captivated generations with their trademarked shape and timeless styles. This cultural icon has held a place in the hearts of generation after generation. You or your friend probably had one. And now your kids have one, too,” stated Andrew Lieb, President, JRL Group. “This is a brand that is all about having fun and it is this approach that we will seek to develop nothing but cool products inspired by the vibrant colorful LAVA brand.”

Originally sold in the mid-sixties as the Astro Lamp, with its large gold base and tiny holes, it produced a simulated starlight that was definitely far out. If you had one of these, you were most likely the hippest cat on your block. The Medium was the Message: a 52-ounce globe containing red or white blobs and yellow (some called it mellow yellow) or blue liquid.

Through the 70, 80’s, and 90’s and into today, the LAVA brand continues to prove that the primordial ooze that once ruled our world has been captured in perpetual motion. Recognized around the world, more LAVA brand motion lamps have been sold in the last 10 years than the 60’s, 70’s, 80’s combined.

To celebrate it’s 40th birthday, Lava World International is unveiling new packaging, merchandising and fun new LAVA brand products as well as an extensive promotional events campaign.

The LAVA brand licensing program will focus on home décor including a full bedroom product line, apparel and accessories, stationary, school supplies, jewelry, video/software, office products, candy, toys, aromatherapy, housewares, and gifts/collectibles.

About Lava World International, Inc.

Based in the Chicago suburb of Elmhurst, Illinois, Lava World International, Inc. is owned by Haggerty Enterprises, Inc., a privately held, family-owned company. A recognized leader in the novelty giftware industry, Lava World International manufactures LAVA® brand products and distributes novelty items worldwide. In 1965, an American gained the rights to the then-called “Astro Lamp” and began marketing it as the LAVA brand motion lamp. In 1976, Chicago entrepreneur Lawrence Haggerty acquired the rights, and the company continues to be the only manufacturer of the LAVA brand motion lamp worldwide. For more information on Lava World International, Inc. visit www.lavaworld.com

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 licensing services include strategic planning, equity analysis, product concepting, administration and royalty management. 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