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LAVA LITE EXPANDS BRAND WITH STATIONARY AND PARTY GOODS

Deerfield, Illinois, September 10, 2010- JRL Group, Inc., a leading full-service licensing agency specializing in the extension of corporate brands, announced today that it has brokered two new licensing arrangements for its client, Lava Lite, LLC. Lava Lite officially entered the party goods and stationary categories by partnering with Beistle and Iscream, respectively.

Lava Lite is reaching out and extending its brand by making use of the colors and dreamlike effects of its iconic shaped Lava Lamp.

Beistle, a leader in the industry, will develop a full line of Lava themed party goods such as plates, napkins, lava cutouts, whirls, fanci-fetti, party tape, centerpieces, and much more!

Iscream creates bright and colorful stationary, targeting tween girls. From their hip designs and knowledge of the market, they will combine their ability for lenticular designs with Lava's unique and vibrant artwork designs to create greeting cards, stationary, notebooks, journals, back-to-school-accessories, etc.

The full line of Lava branded stationary and party supplies is expected to debut at retail by October 2010.

About JRL Group, Inc.

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

About Lava Lite LLC.

Lava Lite, LLC is a recognized leader in the novelty giftware industry. Lava Lite, LLC manufactures Lava branded 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. The company continues to be the only manufacturer of the LAVA brand motion lamp worldwide. For more information please visit www.lavalite.com.

About Beistle

The Beistle Company is the oldest and largest manufacturer of decorations and party goods. With unsurpassed service and top quality products, it's easy to understand why The Beistle Company is world renowned in the Party Goods Industry. Our decorations and party goods are manufactured from the finest and highest quality raw materials. For more information please visit www.beistle.com.

About Iscream

Iscream is all about fun, hip, creative designs that all ages love. Their lenticular 3D designs make them different than other companies, adding new dimensions of fun. And that is what Iscream is all about: Keeping it fun. They produce all of their products at their own printing facility in Westchester, New York. 100% Made in the U.S.A. For more information please visit www.iscream-shop.com