



For Immediate Release

Contact:
Andrew Lieb
JRL Group, Inc.
847-291-7414
andy@jrlgroup.com

U.S. ARMY RACING IN THE FAST LANE AT STEVE & BARRY'S

Deerfield, Illinois (December 1, 2006)-- The U.S. Army Top Fuel Racing Team featuring world champion Tony Schumacher will be in the fast lane with Steve & Barry's® retail stores and will soon carry apparel featuring the high speed designs featuring this championship caliber race team. The program will include T-shirts, sweatshirts and race team inspired jackets.

"Motorsports fans are extremely loyal and we believe we have all the parts for a winning program you when you can deliver a premier drive and team like Tony Schumacher and his U.S. Army Race Team," stated Aaron Speiwack, Director at Steve & Barry's.

Over the past several years, Steve & Barry's has continually expanded its portfolio of licensed brands and product categories available in its stores to appeal to the entire family. Steve & Barry's celebrates licensing partnerships that allow its stores to carry automotive, entertainment, municipal, sports, and consumer product branded apparel including General Motors®, Ford®, Dodge®, Tootsie Roll®, Cheerios®, Snap-On® Tools, Spiderman™, World Wrestling Entertainment®, the City of New York, over 350 colleges and universities, and many more.

Today, there are nearly 200 Steve & Barry's anchor and junior anchor mall-based locations that average 60,000 square feet in size. Each store offers shoppers a wide selection of jeans, t-shirts, sweatshirts, jackets, sweaters, polos, cargos, footwear, accessories, and much more. In addition to its wide assortment of licensed merchandise, customers can find non-branded lifestyle apparel for the entire family.

About Steve & Barry's

New York-based Steve & Barry's® is a leading casual apparel retailer that offers high-quality merchandise at astonishing low prices for men, women and children. Founded in 1985, the company operates nearly 200 anchor and junior anchor shopping center and mall-based locations throughout the U.S. The entire family can find incredible values on Steve & Barry's full lines of denim, t-shirts, cargos, jackets, footwear, shorts, sweatshirts, jerseys, hats, hoodies, chinos, tanks, polos and more. Additional information and store locations can be found at www.steveandbarrys.com.

About U.S. Army Race Team

The U.S. Army is the primary sponsor of the NHRA Top Fuel Dragster driven by three time world champion Tony Schumacher. In 2006, Schumacher staged the biggest comeback in NHRA history to win his third straight world title and the fourth of his career. Coming from 336 points down after 10 races, he needed to win the season finale at Pomona, Calif., while setting the new elapsed time record, which he nailed in the final round with a 4.428-second pass. By winning three straight crowns, he became only the second driver in Top Fuel history to accomplish such a feat. The U.S. Army Top Fuel race team is owned by Tony's father Don Schumacher of Don Schumacher Racing.

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 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, entertainment and home fashion industries. The company's website address is www.jrlgroup.com.

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